

Press Release

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Oregan™ Networks showcases its home media networking solution for Japanese Consumer Electronics manufacturers at CEATEC

2nd October 2007, CEATEC - Tokyo, Japan – Oregon Networks, an embedded digital entertainment software company demonstrates its latest home networking solutions for Japanese consumer electronics manufactures and broadcast network operators during CEATEC, one of Japan's largest forums for providers of convergent technologies and services.

The demonstration is a part of the showcase organised by DLNA® (Digital Living Network AllianceSM) at booth 9A68. Oregon Networks is a proud member of DLNA, an international industry standards body that aims to simplify the setup and usage of home network entertainment devices through its technology guidelines, addressing interoperability of devices, networks and media. Visitors to the booth will see Oregon-powered devices that display downloaded and personal media from home PCs, the Internet and mobile phones via a single media player user interface on a High Definition TV screen.

Oregon's offering incorporates lightweight software building blocks for various form factors of Consumer Electronics, including TV Browser, IPTV streaming client and home networking module. The primary value of Oregon's software for its customers is a compressed development and device certification timeframe, which is achieved via a combination of state-of-the art software IPR and extensive software integration expertise, gained in complex multi-vendor developments of IPTV entertainment in Japan, US and EMEA. Oregon's solutions are designed for lower cost platforms, enabling Internet entertainment technologies to gain momentum in a mainstream digital home market.

Oregon Networks' international customer base benefits from the flexibility of its media browsing solutions, which makes it possible to localise the user interface with Asian languages using 16-bit vector fonts. The XHTML-based user interface for both home networking and IPTV / VOD functionalities allows for ease of user interface adaptation to the regional usability and layout requirements.

Oregon's participation in CEATEC is part of the company's strategy to provide Japan's tier-one global consumer electronics brands, with a platform that can be easily adapted to the requirements of each geographic market, including the US, Western and Eastern Europe and Asia. Oregon's VP of Marketing, Milya Timergaleyeva said, 'At a time when competitive pressures of the rapidly commoditising CE market are high, Oregon can facilitate iDTV, Digital STB and gaming console manufacturers with a common digital media access solution for international markets, that significantly decreases the development effort and cost of devices.

In order to service the demands of its Japanese customers efficiently, Oregon has recently opened a new sales and technical support office in Shimbashi, Tokyo.



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About Oregon Networks Ltd.

Oregon Networks provides lightweight “white label” media browser solutions for retail consumer electronics and carrier grade IPTV appliances, enabling delivery and sharing of Internet video, music and photos. Since incorporation in 1997, over 3 million units of Oregon’s software have been licensed to leading global brands, including Sony Computer Entertainment, Philips Consumer Electronics and NTT. The company’s headquarters and primary R&D center are located in London UK, with branch offices in USA, Japan, Korea and Taiwan.

For more information, visit www.oregan.net.

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