



News Release

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JVC Adopts Kestrelink Networking Solution for New Sophisti™ Networked Home Theater Systems

Enables movies/photos/music to be streamed from a PC or other media source to a Sophisti system over a home network

Jan 8, 2007 Boise, Idaho – Kestrelink Corporation, a leading provider of network connectivity solutions into audio-video (AV) Consumer Electronics (CE) products, has been chosen by JVC as the networking solution provider in their Sophisti™ home theater systems. The Sophisti DD-3 and DD-8 models are the latest in a line of innovative audio-video entertainment systems from JVC targeted for consumers. JVC introduced the Sophisti series in Europe in the Fall, and is launching the products into the North American market at the Consumer Electronics Show (CES) in Las Vegas, Jan 8th-11th, 2007.

The KestrelMedia™ networking connectivity suite from Kestrelink was designed to solve three critical issues typically encountered in the development of networked AV CE products – delivery of best in class network performance for wired or wireless networks, provision of a solution that integrates easily with existing mainstream technologies used in current CE products today, and implementation cost effectively. These three goals are realized thru an optimized subsystem of hardware and software that complements existing video decoders used in DVD players, TVs, Home Theater Systems, and Set Top Boxes (STBs). With streaming optimizations in the KestrelMedia firmware, the result is smooth, uninterrupted playback of network content, with quick and consistent system response to user commands on operations ranging from menu and content navigation, to use of trick modes (Fast Forward, Rewind, Skip Ahead, Skip Back, etc.).

“We are very pleased with the technology provided by Kestrelink for our Sophisti product line – the performance delivers a very nice end user experience for playback of networked content,” said Hiroshi Kaneshige, Senior Engineer, AV Systems Category, Victor Company of Japan. “Furthermore, we were able to add network connectivity to our home entertainment systems quickly and cost effectively, due to KestrelMedia support for the Digital Living Network Alliance (DLNA™) guidelines and an architecture aligning well with our existing product development. As such, our Sophisti DD-3 and DD-8 models are some of the very first DLNA-certified traditional CE form factor products to the market.”

“Kestrelink is excited to be a part of JVC’s vision and innovation in adding connectivity and sharing of consumers’ digital content across more devices in the digital home” said Mark Thronson, VP of Marketing and Business Development for Kestrelink. “With KestrelMedia, the consumer is the winner, getting a network media player system that performs on network content better than most DVD players on discs.”

Pricing and Availability

Please visit JVC website for latest product details.

About Victor Company of Japan, Limited (JVC)

JVC, headquartered in Yokohama, Japan, is a leading international electronics company that has achieved success by combining its excellence in audio and video hardware with its global-scale software business, and also has a growing reputation for its professional equipment. JVC business lines are video, audio, TV, entertainment, information-related equipment and component devices. For more information, visit the JVC Web site at <http://www.jvc.com/main.jsp>

About Kestrelink

Kestrelink Corporation, headquartered in Boise, Idaho, USA, is a leading provider of wireless network solutions for use in connecting AV Consumer Electronics (CE) products. Kestrelink solutions emphasize robust network experience, easy integration into existing CE product architectures, and cost effective implementation thru leverage of economies of scale on mainstream codec technologies used today. For more information, please visit the Kestrelink website at www.kestrelink.com.