

WirelessHD™ to Host Technical Workshop at CONNECTIONS™ Europe Summit on August 28th in Berlin

Dallas, Texas, July 2, 2008 — Parks Associates and CEA® announced today that the WirelessHD Consortium will host a pre-show workshop on Thursday, August 28, in cooperation with CONNECTIONS™ Europe Summit. CONNECTIONS™ Europe will host an opening evening reception on August 28, where attendees and media can meet CONNECTIONS™ Europe and WirelessHD event participants.

The WirelessHD 1.0 Specification Workshop, to be hosted from 1:00 PM – 5:00 PM on August 28 at the Kempinski Hotel Bristol Berlin, will address how WirelessHD technology is advancing instant wireless access to high-quality digital content with simple controls.

“The convergence of these industry leaders with a common application focus, accompanied by the latest advances in wireless technology and available spectrum, represents a unique opportunity for the industry that stands to change the way consumers access and manage high-definition digital content today and tomorrow,” said John Marshall, Chairman and President of WirelessHD. “In the development of this industry initiative, WirelessHD looks to educate interested companies about how the technology works and how they can join the many WirelessHD Adopters in designing the technology into their products.”

WirelessHD technology is based on the 60GHz frequency band and offers the fastest available data rates for the connected digital lifestyle, up to 4Gbps. The workshop will provide a technical overview of the world’s first global standard for true uncompressed, wireless high-definition audio, video, and data networking.

“The consumer appetite for high-quality distributed entertainment experiences and their very pragmatic need to more flexibly locate connected devices without a rat’s nest of cabling are two significant variables driving the development of wireless solutions for connected entertainment,” said Kurt Scherf, vice president and principal analyst with Parks Associates. “Consortia such as WirelessHD will play a key role in delivering on the promise of high-quality and cable-free multimedia streaming.”

CONNECTIONS™ Europe Summit will take place Friday, August 29, at the Kempinski Hotel Bristol Berlin. The Summit will provide attendees with consumer research from international market research firm Parks Associates and feature interactive panel discussions focused on the converging digital content and services markets.

Sessions include: Devices Enabling New Services; Visual Networking and TV 2.0; The Evolution of Video Devices; The 21st Century Smart Home: Energy, Safety, Comfort, and Health Applications; and Digital Lifestyles Customer Support: Enhancing the Experience.

For more information, visit <http://www.connectionseurope.com>. For information on sponsoring or speaking at the CONNECTIONS™ Europe Summit series, call 972-490-1113 or e-mail sales@parksassociates.com.

About CONNECTIONS™ Europe Summit Series

CONNECTIONS™ Europe: Strategies for Digital Living Markets summits are produced by Parks Associates in partnership with the Consumer Electronics Association (CEA®). These one-day summits provide a forum where executives can present and learn about vital international trends, successful strategies, and key players in the development of digital living technologies. <http://www.connectionseurope.com>

About WirelessHD

Formed in 2006, leading worldwide consumer electronic and technology companies have joined together to create the next generation wireless interface specification for HD media streaming and transmission. WirelessHD will facilitate technical advancement by providing a specification focused on fixed and portable devices. WirelessHD is the first consumer electronics and technology industry-supported, high definition digital wireless interface for simplified media streaming and HD content portability. For more information on WirelessHD, please visit <http://www.wirelesshd.org>.

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