



## **PRESS RELEASE**

Contact: Caster Communications, Inc. at 401.792.7080

### **NIVEUS MEDIA CENTERS NOW SHIPPING WITH HD MEDIA STORE, FEATURING MUSICGIANTS' HD MUSIC**

**MusicGiants and Niveus Media become the first to deliver CD lossless quality and multi-channel music downloads directly into the Media Center experience.**

**Milpitas, CA – April 11, 2007** – Niveus Media, Inc. the award-winning manufacturer of hardware and software digital media entertainment solutions, and MusicGiants™, the leader in HD music downloads, are pleased to announce the availability of high definition 2.0 stereo and 5.1 surround sound music downloadable on Niveus' 2007 Windows Vista-based media centers!

Niveus' new HD Media Store provides an intuitive media center interface to access MusicGiants' extensive network of digital downloads from major and independent labels. Niveus' exclusively designed media store is the *first* high definition media portal that enables downloads and purchases through Windows Media Center via MusicGiants. The HD Media Store enables customers to easily browse, purchase, and download music from MusicGiants in the Windows Media Audio Lossless (WMA) format store, and seamlessly access this content from within the Windows Media Center 'Music' menu, providing a single location for one's entire music collection.

*"Niveus is excited to bring our dealers and customers into the world of HD Media downloads," states Tim Cutting, CEO of Niveus Media. "By working closely with MusicGiants, Niveus is the first to launch an integrated music shopping experience that delivers the best in high quality music downloads from the MusicGiants catalog."*

Purchasing uncompromised HD music has never been easier. Niveus' 2007 Vista-based media servers, including the Summit Series, Rainier and Denali Editions, as well as the Pro Series, n7 and n9, are now shipping [and are a great option for those dealers and custom integrators looking to fill the void from HP's recent decision to discontinue development of its Media Center

Edition (MCE)-based Digital Entertainment Center (DEC)] and incorporate the live HD Media Store software application.

MusicGiants, which launched in 2005, is the only music download service to offer high-definition, digital recordings from the top music companies such as EMI Music, Sony BMG Music Entertainment, Universal Music Group and Warner Music Group. Their downloads deliver full resolution music at up to 1100 kbps for “true CD quality” sound. This WMA format boasts up to four times the sound quality of any other download service, including those expected to be available in May 2007 from EMI through Apple. MusicGiants also offers Super HD downloads (as in re-mastered DVD Audio or SACDs available in either 5.1 surround sound or 2.0 stereo) which play at sample rates up to 11,000 kbps.

*“We’re pleased to have Niveus be our first hardware partner to deliver MusicGiants’ integrated premium HD entertainment to their media centers,”* said Scott Bahneman, CEO of MusicGiants. *“The combination of Niveus and the Vista platform now allows consumers to purchase their entertainment at the highest quality available for home use and also transcode it down for all of their portable devices.”*

Niveus customers with Windows XP-based media centers can visit the website for the latest product and software updates, product information, and software downloads, including the MusicGiants portal. Niveus’ 2007 media centers are amongst the first Windows Vista Ultimate-based Media Center systems to incorporate Intel’s Viiv™ technology including Core 2 Duo processors, HD DVD and CableCARD compatibility for premium HD television viewing and recording.

For more information on Niveus Media, please visit [www.niveusmedia.com](http://www.niveusmedia.com).

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#### **About Niveus Media, Inc.**

*Since 2002, Niveus Media, Inc. has engineered and manufactured high-performance media solutions that take whole-home digital entertainment to an entirely new level. Niveus is an award-winning manufacturer of high-end Media Centers, storage servers, and advanced control software designed specifically for the consumer electronics market. Committed to providing innovative, integrated digital entertainment devices for the networked home, Niveus has simplified the management and enjoyment of digital media at home.*

#### **About MusicGiants**

*MusicGiants delivers high definition entertainment from all of the giants of the industry. Our HD media store is integrated into all of the top media servers for convenient delivery of premium HD content. MusicGiants is the perfect companion for home audio systems and anywhere else that sound quality matters. For more information on MusicGiants visit [www.musicgiants.com](http://www.musicgiants.com).*

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