



## **PRESS RELEASE**

Contact: Niveus Media at 408.942.2929

### **NIVEUS MEDIA INTRODUCES FIRST WINDOWS MEDIA CENTER EXTENDER DESIGNED FOR THE CUSTOM INSTALL CHANNEL**

**The Niveus Media Extender takes digital entertainment installs to the next level in performance and profitability!**

**Denver, CO – CEDIA Expo 2007 – September 5-9 – Booth #294** – Niveus Media, the leader in high-end digital entertainment for the connected home, proudly introduces the Niveus Media Extender, a hardware device that gives users the ability to enjoy the Niveus Media Center experience throughout the whole home. While dealers and consumers continue to embrace the robust functionality of Niveus' 2007 Windows Vista Ultimate-based Media Servers, Niveus has shifted focus to create a superior solution for distributing the Niveus Entertainment Experience through the entire home. Welcome the Niveus Media Extender.

By connecting the Niveus Media Extender to any TV throughout the home, users are granted access to live and recorded TV, digital photos, digital music, home video, and exclusive online multi-media content, including downloadable music and local weather – all accessed through and stored on the Niveus Media Server. The Niveus Media Extender offers users a full fidelity experience, uncompromised 1080p video, digital audio, and the same amazing 3D user interface found on the award-winning Niveus Media Center.

In addition to the intuitive on-screen experience, the Niveus Media Extender features the proprietary Niveus Glacier™ Passive Cooling system for cool and quiet performance and a sleek and stylish A/V form-factor, designed to blend seamlessly into any zone of the home and flexible enough to be installed into a rack-mount solution application.

Niveus Media's whole-home entertainment system enables independent content control which makes it possible for a person in a Niveus Media Extender zone to access one digital entertainment feature while someone at the Media Server or separate Extender zone accesses another. Niveus currently offers Extender support for up to five zones.

*“We are excited that Niveus Media is announcing Niveus Media Extender to deliver the Windows Media Center experience throughout the connected home,”* said Dave Alles, General Manager for eHome at Microsoft. *“This is a high-end device clearly targeted at the CEDIA channel and broadens the options available for custom installers building on Windows Media Center.”*

*“The Niveus Media Extender provides dealers with ability to take their Windows Media Center installs to the next level,”* states John Trimbach, Vice President Sales, Niveus Media. *“Currently, there is no other manufacturer in the channel offering an extender solution with such audio video performance capabilities and we are proud to be the first to provide dealers with a profitable and high-performing Extender solution.”*

Technical specifications, pricing, and availability will be announced on September 27, 2007. Niveus Media’s 2008 line of Windows Vista Ultimate-based media centers including the Summit Series Rainier and Denali Editions, and Pro Series n4, n7 and n9, are capable of storing, managing, and playing TV, music, movies, and photos while offering the highest level of media center performance.

For more information on Niveus Media, Inc., 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.*

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