

**R**Russound



News

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**CES 2007, LVCC Booth 21728; Embassy Suites Ballrooms B & C**

## **Russound Announces Unique Smart Media Console Using Intel Viiv Technology and Windows Vista**

*New Smart Media Console brings Russound functionality, convenience and integrator friendly features to media center applications*

**LAS VEGAS, NV, January 8, 2007**—Russound<sup>®</sup>, the #1 brand in multiroom audio, today announced a new Smart Media Console based on Intel Viiv<sup>™</sup> technology and the Windows Vista<sup>™</sup> operating system. Unlike most media center products, which are designed by PC manufacturers with an "information technology" approach, Russound's new Smart Media Console is designed from the ground up as a multiroom audio-video home entertainment system, perfect for today's custom installers. The result is a product built with proven technology elements such as the Intel Core<sup>™</sup> 2 Duo processor and other robust components, and specifically designed to serve as the hub of professionally installed home media and residential control systems.

"Most PCs running media center applications are essentially retrofitted work tools," says Jeff Kussard, Russound's Vice President of Strategic Development. "The Russound Smart Media Console is expressly designed as a Russound product. We have added the features that the industry has come to identify with Russound, reliable components that are easily incorporated with multiroom systems and home automation equipment. Russound takes the power of media center applications and makes home entertainment simple and enjoyable for both the user and integrator."

The Russound Smart Media Console will offer distinctions over other media center products that will make a huge impact in the entertainment experience. The Smart Media Console will feature a custom desktop or rack-mountable chassis, standard and high definition tuners, and audio with certified Dolby® Digital surround and multiroom stereo. The Smart Media Console will also support home automation and systems integration with the inclusion of Life|ware™ software by Exceptional Innovation (EI).

Along with the advanced home theater features, the Russound Smart Media Console will feature slots to support additional RNET® Smart Sources, such as XM® and Sirius® satellite and FM radio tuner cards, so users can experience a multitude of media options. The Russound Smart Media Console will be compatible with RNET systems and source components.

High-level partners like EI, and technologies from such powerhouses as Intel® and Microsoft®, are making it possible for Russound to bring its industry-leading multiroom experience to the media center space.

“We recognize Russound as one of the leaders of the distributed audio marketplace and working with them to help bring Life|ware Ready solutions to that market is very exciting,” said Steve Cashman Exceptional Innovation’s Vice President of Sales. “Russound is a premier brand with a great reputation; they see how dealers can benefit when homeowners demand cutting edge technology. Together with Russound we can deliver Life|ware Ready products to a major market segment that will greatly influence what new home buyers are getting in their home.”

“Online entertainment, and enjoying programming on the PC and TV in the comfort of our homes continues to become more and more popular,” said Gerald Holzhammer, Intel’s Vice President, Digital Home Group and General Manager, Consumer PC Platform Group.

“Russound has designed an innovative and intelligent system that takes advantage of Intel Viiv technology featuring the Intel Core 2 Duo processor and offers consumers an easy way to enjoy Internet-delivered movies, TV programming, music and more.”

Russound’s Smart Media Console will be a classic Russound product—reliable, installer-friendly and profitable. The Smart Media Console is expected to be available starting in June.

### **About Russound**

Since 1967, innovation, quality and reliability have been the pillars of the Russound product tradition. Located in Newmarket, N.H., Russound offers the products and expertise customers need to enjoy multiroom audio and video systems in their home. The company pairs powerful systems using the latest technologies with intuitive controls to give customers high-performance, easy-to-use solutions. For more information, visit the company's Web site at [www.russound.com](http://www.russound.com).

### **About RNET**

Designed from the ground up by Russound Engineers, RNET technology delivers Sound Intelligence to multiroom audio. RNET provides intelligent audio features; metadata delivered to keypads, pre-programmed components and fully tested products. The result is unsurpassed performance, faster installation and exceptional end-user satisfaction. From controllers, keypads and touchscreens to source equipment, RNET offers everything you need.

### **About Exceptional Innovation**

Based in the Westerville suburb of Columbus, Ohio, Exceptional Innovation produces Life|ware™ home control software and hardware for digital living. Life|ware creates a lifestyle experience that allows consumers to enjoy their digital entertainment, wherever and whenever they want, as well as manage their lighting, multi-room audio, HVAC, security, appliances and other subsystems, through a single interface by integrating the digital entertainment functionality of Media Center with whole-house automation and control. Led by software industry professionals with extensive experience with distributed computing based on open standards and open architecture, Exceptional Innovation combines Microsoft development expertise with years of home control experience to deliver simple, seamless, life-enhancing solutions for the digital home. For more information visit [www.exceptionalinnovation.com](http://www.exceptionalinnovation.com).

**Note to CES media:** please visit Russound at the two following locations:

#### **LVCC Booth #21728**

Consumer Electronics Show (CES)  
Las Vegas Convention Center  
3150 Paradise Road  
Las Vegas, Nevada 89119

#### **Embassy Suites Hotel**

3600 Paradise Road  
Las Vegas, Nevada 89119  
(702) 893-8000  
Ambassador Ballroom B & C

At CES 2007, Exceptional Innovation and Life|ware will be sponsoring the Next Gen Home located in Central Plaza across from Central Hall at the LVCC. The full automated, fully integrated home will feature the latest and greatest in home automation and consumer electronics in a 2,200 sq. ft public home and a 1,000 sq. ft press home.

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