



DIGITAL ENTERTAINMENT
AND AUTOMATION™

BACKGROUNDER

Media Contact: Caster Communications, Inc. at 401.792.7080

WHO:

Based in Westerville, Ohio, Exceptional Innovation manufactures Life|ware™ home automation and digital entertainment software and hardware solutions. 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.

WHAT:

Life|ware™ home control and entertainment software integrates seamlessly with Windows® Vista™ Media Center. Unlike other home control solutions that tie the homeowner into a single-branded, proprietary solution, Life|ware™ is hardware-neutral giving you more choices and flexibility with seamless integration with Windows Media Center. Life|ware™ expands the power and flexibility of Media Center to include lighting, audio/video distribution, security, and HVAC all through the same easy-to-use interface and a single remote.

The key to Life|ware's™ flexibility is its use of Web Services for Devices (WSD) to communicate between different home systems. Instead of writing proprietary drivers, Life|ware™ software bridges to all Life|ware™ Compatible partner products that make each subsystem fit the flexible, cross-platform Web Services for Devices standard. The WSD approach enables rapid two-way communications that are reliable and robust. By taking an open, standards-based approach to home automation, Life|ware™ creates affordable, scalable applications that fit in single home theaters to large palatial estates.

Life|ware™

The Life|ware™ digital is groundbreaking software that seamlessly merges home automation and digital entertainment to manage a home's subsystems through Windows® Vista™ Media Center to create a comprehensive digital living experience.

Life|ware provides at-a-glance, gallery-style view of home subsystems – lights, thermostats, security, surveillance and more. By replicating the distinctive Windows Vista interface look, feel and navigation, Life|ware 2.0 presents a crisp interface that is intuitive, simple to learn and easy to use. There are also five points of instant access to Life|ware in Vista's main menu, and features Life|connect™ Media – the easiest way to make your household's media libraries available everywhere.

By simply integrating Life|ware into Windows® Vista™ Media Center, you have your entire music collection, complete with album art, all on screen. Users can enjoy slideshows of their digital photos, schedule and record their favorite television programs, call up home videos and watch DVDs. Life|ware also lets homeowners control a home's lighting system, thermostats and security system, distribute music throughout the house, enact homeowner-defined Life|scenes™. Life|ware also allows remote access and management of a home's systems. What's more, Life|ware lets users enjoy the experience anywhere and everywhere—through a TV with a Media Center PC, Media Center Extender or Xbox 360™, from a home or office PC or notebook from a Life|point™ touch panel or from a wireless device like an Ultra Mobile PC.

Life|point™

Life|point™ is an all-digital, 16:9 widescreen, 720p high-definition in-wall touchpanel for use in Life|ware™ home networks. Life|point places complete control of a home's lighting, climate, cameras and security system at the homeowner's fingertips, and offers total access to their digital entertainment. Users can tap into any zone to select and

play music, watch home movies or a photo slideshow, or they can enjoy high-definition video where and when they want it. Life|point is available in 8.9" and 12.1" models.

Life|vision™

Life|vision™ is a digital TV server with up to four analog (NTSC) tuners and 1-gigabit network capability in a 4-space rack mounted unit. Based on the Windows® Vista embedded operating system and boasting an Intel® Pentium™ D processor and two gigabytes of RAM, Life|vision™ brings new meaning to channel surfing by streaming video from any of its four tuners simultaneously over an IP network, creating the most advanced TV distribution system available. Life|vision™ also provides simple DVR functions and even allowing users to pause live TV for up to an hour, search through the recorded stream or jump back to a live view. The Life|vision™ experience is created when four live television streams are sent across a Life|ware™ home network to a Life|point™ touchpanel.

Life|controller™

Life|controller™ is a Web Services-enabled, dedicated home automation system controller. Its presence in a Life|ware™ home network ensures that communications among whole-house lighting, audio, climate, camera and security systems are swift, direct and secure. Life|controller™ is quiet and compact, built with industrial-grade components and optimized for 24-hour operation. Available in set-top, rack mount or structured cable box models, Life|controller™ features 8 RS-232 ports for optimized third-party integrations. With Life|ware™ home control software installed, Life|controller™ lets you choose from a wide variety of home control products available today, and it can support many legacy serial devices. Life|controller™ lets you do more with your home control products by merging them with robust computing power. A Life|ware™ home network powered by Life|controller™ is efficient, safe and always at your service.

Life|storage™

Life|storage™ is a digital media storage server with four hot-swappable drives providing 1.5 terabyte RAID 5 storage all in a 4-space rack mounted unit. Running Windows® Storage Server 2003 operating system, powered by an Intel® Pentium™ D processor and featuring two gigabytes of RAM, Life|storage™ is a premium digital media server with ample redundant storage for all of your videos, CD and MP3 music, recorded TV and digital photos. Life|storage™ has the capacity, flexibility, and speed to meet the needs of the most demanding user.

Life|link™

Life|link™ is the first self-contained Web Services for Devices (WSD) module for home automation controllers and devices. Life|link streamlines subsystem adoption of WSD by converting the programming interface for a controller (such as a security system) or a device (such as a light or audio switcher) into a WSD which can then be implemented via the Ethernet connection to the customer's in-home server. Integrators can easily configure devices implemented as Web Services, significantly reducing the time for on-site system set-up.

Life|media™

The Life|media™ line is a series of powerful Media Center PCs optimized for both digital entertainment and comprehensive home automation control. Using benchmark internal components and the look and feel of a high-end A/V receiver, Life|media provides from 500GB to 4.5 Terabytes of storage for digital music, movies, pictures, and recorded TV as well as instant access to Life|ware's complete home control via the user's home network. The servers come in configurations that include Digital CableCARD (including a new Quad tuner implementation), NTSC or ATSC tuners, a DVD RW Drive (HDDVD & BluRay forthcoming), and feature optical audio with Dolby Master Studio decoding. The Life|media Server line includes five models, ranging from a set-top to a four-rack unit ultra high performance edition. All models run Microsoft® Windows® Vista® Ultimate Operating System, and offer a range of Intel® chipsets and processors. Life|media strives for the perfect balance between an elegant AV style back panel and the open flexibility of using standard PC industry components. This patent pending MediaPlate™ design makes Life|media the most upgradable entertainment console on the market. Life|media Servers include an Intel® motherboard with 965 chipset and Intel® 2.13GHz Core 2 Duo® Processor, 2GB DDRAM, DVD-RW drive, and a built-in 28-in-1 Flash Reader. Performance specifications increase for each model, culminating with the flagship LMS-700, which features the Intel® D975XBX2 chip set, Intel® 2.4 GHz Quad Core Processor, 4 GB DDRAM and 4.5 TB hard drive in RAID 5 Array.

HEADQUARTERS

Exceptional Innovation is located in the Columbus, Ohio suburb of Westerville in a new 19,000 square-foot facility that features a state-of-the-art Life|ware™ Smart Home.

PARTNERS

Life|ware has an extensive list of partners from leading manufacturers in the HVAC, distributed audio, lighting, audio component, network camera, window shades, security, and media management industries. See attached list for full details. In addition, Life|ware has longstanding relationships and aligned vision with Microsoft, Intel, and other industry leaders.

EXECUTIVE TEAM

Seale Moorer, Partner

Former President / CEO of Unlimited Solutions, inc.; former Non-executive officer NSB Retail Systems; Principal in ST Holdings; Principal in Exceptional Entertainment Experience

Eric Eichensehr, Partner

Former Chief Technology Officer, NSB Retail Systems, Inc.

Mike Seamons, Vice President of Marketing

Former President / CEO, Custom Home Control

Steve Cashman, Vice President of Sales

Former Vice President of Sales, Colorado vNet

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