

D-Link brings the Internet to your TV with Boxee Box

*D-Link selects Intel[®] Atom[™] Processor to power Boxee Box;
available in Australia and New Zealand from November*

Sydney, Aust. – 14 September 2010 – The way you experience media on your TV will be revolutionised with the Australian and New Zealand availability in November of the Boxee Box by D-Link. The striking black box allows users to watch available movies and TV programs from the Internet, stream videos from nearly any website, exchange recommendations with friends using social media sites like Facebook, organise and enjoy personal music, photos and videos, and browse the Internet, all from a simple to use remote. The Boxee Box by D-Link gives consumers a new, exciting and easy-to-use way to experience free or paid for content on the Internet, changing the way they interact with it forever.

As part of the Australian and New Zealand availability, D-Link announced that the Intel Atom CE4100, Intel's system-on-a-chip designed for TV and Internet integration, will power the Boxee Box. The powerful Intel-based hardware allows Boxee's open software platform to deliver up to full 1080p HD over a wired or Wireless N network. With hundreds of apps already available and an intuitive interface, the Boxee Box by D-Link gives users unparalleled access to on-demand entertainment and newfound control over their TV.

The Boxee Box by D-Link has already received critical industry acclaim, and a 'first look' at the media device earned it the accolade of 'Best of Innovations in the Home Entertainment' category at CES in January 2010. Since then, D-Link and Boxee have worked closely together to add further capabilities and content to the platform that allows you to make the most of the huge library of free and paid content available on the Internet, as well as easy and secure access to your own digital content and social media networks. Boxee Box by D-Link content providers and apps include the BBC, Last.fm, CNET, CNN, Channel 4, Comedy Central, Facebook, ITV, MTV Music, mySpaceTV, YouTube, Flickr, and Picasa.

Maurice Famularo, Marketing Director, D-Link Australia & New Zealand, commented, "D-Link has always been committed to pioneering Digital Home experiences for consumers, transforming the home network so that new entertainment possibilities can become a reality. The Boxee Box by D-Link is the start of a new revolution in home entertainment as we bring the limitless world of Internet content to the TV. The Boxee Box by D-Link will be a

catalyst for smart TV within the Digital Home, allowing consumers to discover new content and enjoy it in high definition.”

“Too many people have to enjoy what they want to watch hunched over a laptop all alone,” stated Andrew Kippen, vice president of marketing for Boxee, “We’ve partnered with D-Link to come up with what we believe is the best way to enjoy the best content from the Internet on a TV – no PC required.”

The Boxee Box by D-Link will be available in November 2010 from selected retail stores.

Internet freedom on your HDTV

The Boxee Box is one of the world’s first media devices capable of browsing the Internet directly from a TV without the need for a computer. With its highly intuitive user interface, you can personalise and create a bespoke home screen categorising all your media on one screen.

Plays your digital stuff

The device can be used to play and view practically all common video, music, and photo formats from home media collections and the Internet in up to full 1080p High Definition.

Tailored to the sofa

The unique QWERTY remote control means that accessing content already available on the Boxee Box, navigating the Internet for new content and consuming personal entertainment is as fun and easy as on a computer. Users can also use free remote apps for the iPhone, Android, and Palm Pre in addition to the standard Boxee Box remote.

See what your friends are watching

Core social features of the Boxee Box make it easy for friends to discover new content from each other through social networks like Facebook, Twitter and more. Users can share anything they’re watching or listening to with their friends on Boxee and other social networks with just a few clicks on the remote.

An expanding open platform

Since anyone can build on top of Boxee’s open App platform, users and companies can craft their own truly customised experience. If there isn’t already an application, the Boxee Box by D-Link allows you to create your own to access and organise your favourite content in a simple click.

D-Link brings smart TV to the Digital Home

For people looking to get more entertainment into their living room, the Boxee Box by D-Link quickly turns any HDTV into a Smart TV with near limitless content courtesy of the Internet. Boxee Box users will also receive dynamic firmware updates, meaning that software and service upgrades are ‘pushed’

directly to your device, so there is no need to perform awkward manual upgrades and you always have the latest service. Built-in security options like login access and parental controls ensure the Boxee Box by D-Link and its content remains secure.

"Consumers are ready for the smart TV experience, bringing Internet-based applications and services into the living room," said Wilfred Martis, General Manager of Retail CE, Intel Digital Home Group. "Taking advantage of the advanced performance and media capabilities of the Intel Atom CE4100, the Boxee Box by D-Link is poised to make a major impact on smart TV."

Boxee Box Hardware Specifications (DSM-380):

- HDMI port
- Optical / Stereo Audio
- Connects wirelessly (Wireless N capability) or wired to your network
- Two-sided remote included with simple navigation and full QWERTY keyboard
- 2 USB ports and 1 SD card slot
- Supports all popular codecs and formats including Adobe Flash 10.1, MP3 and Divx
- Intel Atom CE4100 processor

END OF ANNOUNCEMENT

About D-Link

D-Link is one of the world's leading networking infrastructure providers, delivering innovative, high-performing and intuitive products for both businesses and consumers. For nearly 25 years, D-Link has designed, developed and manufactured award-winning networking, wireless, storage, security and IP surveillance solutions. D-Link delivers its extensive range of networking products to organisations and consumers through its global network of channel partners and service providers. D-Link understands the significance of accessing, managing, securing and sharing data and digital content, and has pioneered many IP technologies to deliver a fully integrated Digital Home and business network experience. For more information, please visit D-Link's websites at www.dlink.com.au and www.dlink.co.nz.

About Boxee

Boxee is changing the way people experience home entertainment by bringing TV shows, movies, videos, and music from the Internet to the TV. Boxee's free software can be easily downloaded to any computer or embedded into living room devices. The company has quickly established itself as the best way to bring entertainment from different sources into one place - anything from a local collection of movies, TV shows, music, and photos, to streaming content from websites like Netflix, MLB.TV, Pandora, Last.fm, and flickr. Users can also discover new entertainment from their friends and share recommendations with social networks like Facebook and Twitter. More than a million people use Boxee to enjoy their entertainment. Learn how you can join them at www.boxee.tv.

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