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## **MEDIABOLIC WINS 'MOST INNOVATIVE PRODUCT OF THE YEAR' AWARD AT CONNECTED@HOME CONFERENCE**

October 17, 2005

Mediabolic, a leading provider of end-to-end software solutions for connected entertainment products, and the Continental Automated Buildings Association (CABA) today announced that Mediabolic's Network Attached Storage (NAS) Media Server software won CABA's 2005 Connected@Home "Most Innovative Product of the Year" award. CABA presented the award to Mediabolic on October 6 at its annual Connected@Home Conference and Expo, held at the Mandalay Bay Resort in Las Vegas.

The Connected@Home awards recognize progressive companies that are industry leaders in the connected home sector. Winners were chosen by an independent panel of industry judges from a wide roster of nominees.

"Mediabolic is clearly blazing a trail in the digital home for other companies to follow," said Ronald J. Zimmer, CABA President & CEO. "In addition to helping consumers free up valuable space on their computers' hard disks, NAS media servers transform backup storage devices into highly functional digital entertainment centers, delivering rich content throughout the home. The Most Innovative Product of the Year award category received the most nominations by far, and Mediabolic stood out as the company that had taken immense steps in furthering the industry."

Mediabolic develops standards-based media player and server software that enables connected entertainment devices and computers to interoperate with one another. The company partners with world-class semiconductor, CE, PC, and peripherals manufacturers to embed Mediabolic's software in their products. NAS products enabled with Mediabolic's Media Server software make music, photo, and video files available for streamed playback on a variety of network-connected player devices, such as digital media adapters, network TVs, IP set-top boxes, networked DVD players, and other consumer electronics products.

"The NAS was once regarded merely as infrastructure equipment, but now it's evolving into the heart of the digital home entertainment network," said Robert W. Selzler, vice president of marketing at Mediabolic. "With a Mediabolic-enabled NAS, one family member can listen to music in a room upstairs while another watches a home movie in the living room and a third views a slide show of vacation photos on a laptop in the kitchen. And because NAS drives are independent of the home PC, users can access their personal media even while their computers are turned off."

### **About CABA**

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at [www.caba.org](http://www.caba.org).

**About Mediabolic, Inc.**

Mediabolic, Inc. is a leading provider of end-to-end software solutions for connected entertainment products. Mediabolic's technologies can be embedded in products like televisions, set-top boxes, and NAS devices, allowing consumer electronics and PC manufacturers to extend and differentiate their products. Using a standards-based open architecture, Mediabolic's software has enabled its customers to ship award-winning solutions across diverse platforms to the consumer market. Founded in 1999, Mediabolic is located in San Mateo, California. For more information, please visit [www.mediabolic.com](http://www.mediabolic.com).

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