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**DLNA Expands Global Expertise in Audio, Cable and Storage Industries with the Addition of Three New Promoter Members**

*CableLabs<sup>®</sup>, DTS<sup>®</sup> and PROMISE Technology to Take Active Roles in Promoting DLNA Vision of a Fully-Connected, Digital Lifestyle*

**PORTLAND, OR – December 20, 2010** – The Digital Living Network Alliance (DLNA) has introduced three new Promoter Members: CableLabs<sup>®</sup>, DTS<sup>®</sup> and PROMISE Technology. These three entities join 26 other Promoter Members spanning the consumer electronics, service provider and mobile device industries in defining the direction of the Alliance. Appointed by the DLNA Board of Directors, Promoter Members actively lead more than 200 member companies in supporting networked interoperability among DLNA Certified<sup>®</sup> devices in and beyond the home.

"DLNA Promoter Members are united by a shared vision of a fully-connected digital lifestyle," said Nidhish Parikh, chairman and president of DLNA. "With the addition of CableLabs, DTS and PROMISE Technology at the Promoter Member level, DLNA is expanding its member company leadership with global expertise in the cable, multi-channel audio and storage industries. Each of these entities understands the importance of implementing standards-based technology to easily enjoy, manage and share content across a wide-range of devices. We are delighted to welcome them as our latest Promoter Members."

**CableLabs: Consumer and Commercial Cable Telecommunications**

CableLabs is a non-profit research and development consortium. The group is dedicated to pursuing new cable telecommunications technologies and helping

its cable operator members integrate the latest technical advancements. As a leading innovator in the cable industry, CableLabs has had a substantial impact on the industry's growth and on the global deployment of broadband. Prominent technology projects include DOCSIS® for high speed Internet access and broadband, PacketCable™ for digital voice and multimedia and Cable Information Services (CIS).

“CableLabs is committed to being the world's premier technology organization delivering innovation to the cable industry,” said Ralph Brown, CTO, CableLabs. “Our mission has always been to efficiently evolve cable networks, services, and operations and to develop and promote technologies that transform the cable customer experience. Cable customers benefit significantly from the development and widespread acceptance of standards-based approaches such as DLNA and we are pleased to actively serve as a Promoter Member.”

### **DTS: High Definition Audio and Digital Entertainment**

As a pioneer in high definition audio, DTS makes digital entertainment engaging and effortless for consumers. DTS provides state-of-the-art audio technology to DTS-licensed consumer electronics products such as home theaters, car audio systems, gaming consoles, digital media players, Blu-ray disc playback systems and PCs. Recently, the rapidly growing popularity of network connectivity has driven DTS's expansion into new markets such as TVs, smartphones, broadcast devices and other network-connected devices.

“With hundreds of millions of DTS-licensed consumer electronics products available worldwide, DTS provides consumers with the ultimate entertainment experience,” said Brian Towne, executive vice president and COO, DTS. “As a Promoter Member, we will work with DLNA to make it easier for consumers to create their personal, connected home entertainment environment across a growing selection of DLNA Certified® devices.”

## **PROMISE Technology: Networked Consumer Storage**

Catering to both enterprise and consumer data protection needs, PROMISE Technology products are distinguished by their Unified Common RAID Core and management software. The company's storage products provide consumers with an efficient and affordable way to take advantage of DLNA standards in order to locate, move and stream their digital content across a variety of DLNA Certified® entertainment devices.

“PROMISE is an early adopter of DLNA technology as we certified our first NAS device in 2007,” said Billy Harrison, Product Manager – Digital Media Solutions, PROMISE Technology. “As a digital media hub within the connected digital home, DLNA enables SmartStor NAS products to interact seamlessly with other DLNA Certified® devices such as digital media players and digital media controllers. DLNA is a natural evolution for the SmartStor NAS product portfolio and a critical part of PROMISE's strategy to enable and fuel the digital home of tomorrow with state-of-the-art digital media server and digital media controller solutions. As a Promoter Member we are dedicated to elevating DLNA to the next level.”

More than 8,500 devices have been DLNA Certified® and these devices provide consumers the interoperability they need within an array of products including mobile phones, digital cameras, PCs and laptops, printers and televisions. For more information about DLNA, please visit the website [www.DLNA.org](http://www.DLNA.org) or on Facebook at [www.facebook.com/dlnacertified](http://www.facebook.com/dlnacertified).

### **About DLNA**

Members of Digital Living Network Alliance (DLNA) share a vision of an interoperable network of personal computers (PC), consumer electronics (CE), mobile devices and service providers in and beyond the home, enabling a seamless environment for sharing and growing new digital media and content services. Founded in 2003, the group established and maintains a platform of interoperability based on open and established industry standards that, when used by manufacturers will support the sharing of media through wired or wireless networks. More than 200 multi-industry companies from around the world have joined DLNA, committing the time and resources necessary to achieve their vision. DLNA's 2010 Promoter Members include: ACCESS, AT&T, AwoX, Broadcom, CableLabs, Cisco, Comcast, DIRECTV, Dolby Laboratories, DTS, Ericsson, HP, Huawei, Intel, LG, Microsoft, Motorola, Nokia, Panasonic, Pioneer, PROMISE

Technology, Qualcomm, Rovi Corporation, Samsung, Sharp, Sony, Technicolor, Toshiba and Verizon. Additional information about the Alliance, its participating companies and membership benefits is available at [www.dlna.org](http://www.dlna.org).

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