

Amedia Networks Opens New Regional Office and Design Center in China

Beijing, China, October 13, 2010 – Amedia Networks, Inc., a provider of broadband wireless networking solution for wireless multimedia connectivity, today announced that it has opened a new regional office and design center in Beijing, China. Staffed by experienced R&D, marketing and sales professionals, this office will provide real-time support to Amedia's local partners and customers, as well as design and integration services for local OEMs and ODMs. In addition, the office will function as Amedia's support center for the broader Asia Pacific region.

Amedia's new Chinese office will be headed by Charlie Yang, a seasoned industry veteran. Prior to joining Amedia Networks, Mr. Yang was the President of RCA Microsystems, Ltd., a developer of cell phone solutions in China. Before that, Mr. Yang served as senior sales manager at Fujitsu Microelectronics (China), Ltd. The new office currently consists of 18 professionals in a variety of positions, and is expected to grow drastically in the year to come.

"We are pleased to announce the opening of our Beijing regional office and design center, a demonstration of our commitment to China as one of our key target markets," said Bo Hu, CEO of Amedia Networks. "Given that the vast majority of consumer electronics manufacturers are located in China, we fully recognize the importance of the great China market for our innovative WiVi technology and products, and we are keen to extend our outreach to this region."

Mr. Yang added: "With a strong local presence, we are well-positioned to deepen our relationships with existing partners as well as to generate new business opportunities. Our local alignment with our customers will help us remain well-prepared for rapidly-evolving market trends and needs. In addition, it will enable us to be exceedingly responsive to the specific demands of our local partners and customers."

About Amedia Networks, Inc.

Amedia Networks, Inc., a California corporation, is a fabless semiconductor company that specializes in development of semiconductor chipset for wireless multimedia connectivity. Based on its proprietary WiVi™ technology, Amedia's wireless networking solutions enable its customers to deliver advanced products that provide users with high-quality wireless multimedia services including video, audio and data. Amedia Networks, Inc. is headquartered in San Diego, California. For more information about Amedia's chipset products please visit www.amedia-networks.com or address e-mail to sales@amedia-networks.com.