

Hisense Electric Co. Deploying Amedia WiVi Technology in New Wireless HDTV to be Presented at CES 2009

San Diego, California, January 5, 2009 – Amedia Networks, Inc., a provider of broadband wireless networking silicon solution for wireless multimedia connectivity, today announced that Hisense Electric Co. Ltd., a world leading consumer electronics manufacturer, is using Amedia's WVA5001 chipset solution in its next generation wireless HD LCD TV. The new wireless HDTV will be demonstrated at the 2009 International CES, January 7-11 in Las Vegas. Hisense booth number will be South Hall 25623.

The Amedia WVA5001 chipset introduces a cost-effective, high quality wireless video/audio solution that incorporates semiconductor, software and system reference design to support popular HDTV, SDTV and multimedia processors. The WVA5001 solution is based on Amedia's WiVi™ technology, a proprietary broadband wireless multimedia distribution technology. With WiVi™ technology, high quality video streams can be delivered wirelessly to anywhere in the home through walls for distances up to 70 meters while maintaining their original quality.

"At Hisense we believe that innovation is decisive production force. We actively track, introduce and learn state-of-the-art technologies around the world. Targeting at the market, we spare no effort to consistently develop high quality products meeting the market needs," said Weidong Liu, assistant general manager at Hisense Electronics. "As part of home entertainment network, wireless will be one of the most demanded features for next generation TV. We are very clear about it. As a result, we have selected Amedia's WVA5001 chipset as the enabling technology for our next-generation, high-end HDTV, because it is the industry's most cost-effective, highly integrated and optimized solution to support such demanding applications."

"We are proud to work together with Hisense Electronics, a world leader in consumer electronics," said Bo Hu, CEO of Amedia. "The integration of our WVA5001 chipset into Hisense's HDTV will allow consumers to experience true high-definition video quality on multiple TVs throughout the home, wirelessly. Our collaboration with Hisense Electronics is yet another indication that Amedia is positioned to become a leading provider of silicon solutions for next-generation home entertainment wireless networks."

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. 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.

About Hisense Electric Co. Ltd.

Hisense Electric Co., Ltd, based in Qingdao, Shandong Province, China, is a manufacturer of consumer electronics. Its product portfolio is mainly comprised of televisions sets and refrigerators. The Company offers digital and high-definition television sets and As of December 31, 2005, the Company had four major subsidiaries and affiliates in Guizhou Province, Shandong Province, Liaoning Province and Beijing, engaged in the production and sale of television sets and refrigerators. For more information about Hisense's products please visit www.hisense.com.