

## **Amedia Networks Demonstrates Wireless HD Video Solution at 2010 SINOCES**

**Qingdao, China, July 8, 2010** – Amedia Networks, Inc., a leading provider of wireless multimedia networking semiconductor solutions, today announced that its second generation of wireless HD reference design will be demonstrated at the 2010 China International Consumer Electronics Show, July 8-11 in Qingdao, China. Amedia's booth number will be N09 at Hall 1.

Amedia's second generation wireless HD reference design is based on Amedia's WVA5002 chipset with a low latency H.264 codec. The design supports both HDMI (1080p 60Hz), and VGA (1280x1024) video interfaces. Compared with Amedia's first generation wireless HD reference design which employed a MPEG-2 codec for up to 1080i/720p video, the second generation design offers the following benefits:

- 1080p/60Hz HDMI
- 1280x1024 VGA interface for PC to TV application
- Less than 30 ms video latency
- Multi-room coverage, through walls for 300 feet in North America, and 50 meters in Europe and China
- Power-saving mode for portable devices
- Low cost for mass consumer market

The Amedia WVA5002 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 WVA5002 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 300 feet while maintaining their original quality.

"Our first generation HD reference design has demonstrated the capability and superiority of Amedia's WiVi™ technology in delivering high payload video over distance, and it received considerable interest," said Frank Fan, vice president of marketing and business development for Amedia. "Targeting at the market, we spare no effort to consistently develop high quality products meeting the market needs. As such, we believe our second generation solution is the industry's most cost-effective, highly integrated and optimized solution for consumer market."

### **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](http://www.amedia-networks.com) or address e-mail to [sales@amedia-networks.com](mailto:sales@amedia-networks.com).