

## **Amedia Networks Demonstrates Wireless HD Video Solution at 2011 SINOCES**

**Qingdao, China, July 7, 2011** – Amedia Networks, Inc., a leading provider of wireless multimedia networking semiconductor solutions, today announced that a new generation of wireless HD reference design will be demonstrated at the 2011 China International Consumer Electronics Show, July 7-10 in Qingdao, China. Amedia's booth number will be E01 at Hall 1.

Amedia's new generation wireless HD reference design is based on Amedia's WVA5001 chipset with a low latency H.264 encoder and decoder solution. The design supports both HDMI (1080p 60Hz), VGA (1280x1024) video interfaces as well as USB2.0 data interface. Compared with Amedia's earlier generation wireless HD reference designs 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-floor and multi-room coverage, through walls for 300 feet in North America, and 75 meters in Europe and China
- Support USB2.0 for IP data communication
- Power-saving mode for portable devices
- Low cost for mass consumer market

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 300 feet while maintaining their original quality.

"Our new generation of wireless HD video solution has demonstrated the capability and superiority of Amedia's WiVi™ technology in delivering high payload video over distance, and it has received considerable interest," said Bo Hu, CEO for Amedia Networks. "Targeting at the consumer markets, we spare no effort to consistently develop high quality products meeting the market needs. As such, we believe our new 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).