

Sansonic Deploys Amedia's WiVi™ Technology and Introduces the Industry's First Line of Multimedia Wireless TVs

Sansonic, a prime manufacturer with a foundation in commercial and industrial electronics, is making its debut here in Las Vegas at this winter's CES with the introduction of their full line of Wireless Multimedia products and Wireless Multimedia TVs called "**Multimedia Home Network™**". This represents an industry first in TV technology. The new Sansonic line includes a line of Wireless **WiVi™** Multimedia TVs ranging in size from 7" SD TVs to 32" HD TVs, plus their stand alone Audio/Video WiVi sender and receiver that allows any TV to be operated wirelessly in SD or HD.

To accomplish this advanced wireless video transmission, Sansonic uses Amedia's WVA5000 chipset solution, which is the next generation of stability in Wi-Fi wireless transmission called **WiVi™**. Amedia Networks, Inc., a leading provider of broadband wireless networking solutions for wireless multimedia connectivity, is Sansonic's strategic partner. The synergistic technology and manufacturing of Sansonic and Amedia will deliver advanced innovative wireless AV products to the rapidly expanding consumer market for home entertainment electronics.

Amedia's WVA5000 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 WVA5000 chipset 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.

"We are proud to partner with Sansonic. As a provider of commercial and consumer products in the US market, Sansonic has expanded its product portfolio to introduce new generation wireless AV products to the consumer market," said Bo Hu, CEO of Amedia. "Amedia's expertise in wireless technology combined with Sansonic's innovative approach to advanced technology development and marketing makes this a winning combination to address this growing market. We will bring best-of-breed solutions to market that benefit from the strengths of both of our companies."

Rory Courtain, president of Sansonic, stated "Having Amedia's support of the complete reference designs, allows us to timely address the changing needs of our consumer and commercial customers, and to ensure that we capture the leadership position in wireless AV and home networking products."

Sansonic's new line of innovative wireless **WiVi** TVs is available in 7" to 15" LCD TVs and the 15" **WiVi** LCD TV sports a water resistant cabinet that is ideal for outdoor activities. The Multimedia 26" and 32" HDTV models are also **WiVi™** and uniquely include iPod™ docking to allow consumers to play their iPod through Sansonic's Multimedia TVs. In addition, these models feature built in DVD players and multimedia card readers, to offer the first wireless multimedia TV's in the market today.

Sansonic's full line of Wireless **WiVi** stand alone products, **WiVi** wireless TVs and **WiVi** Multimedia wireless TVs are on display at **Booth 27020 South Hall 2**.