



By all accounts, the MBOA Ultrawideband TechZone at the 2005 Consumer Electronics Show (CES) and surrounding activities were highly successful and achieved our objectives of educating and exciting the consumer audiences about MBOA Ultrawideband and its potential. MBOA member exhibitor booths and industry affiliate exhibits were often crowded, and it was not just quantity, but a good quality of visitors, including press, analysts, international manufacturers and distributors. Here is a recap of events, exhibitors, press releases, key media coverage and demonstrations:



- Tuesday morning (4 January) – CCNC panel session: "Emerging markets based on UWB including developments in **Wireless USB**, **Wireless 1394** and beyond."
- Tuesday evening (4 January) – CES Unveiled, the official press event of CES
- Thursday morning (6 January) – Keynote from Intel CEO Craig Barrett discussing UWB
- Thursday afternoon (6 January) – MBOA Press Event, in the MBOA UWB TechZone
- Thursday morning through Sunday afternoon (6 – 9 January) – CES Show Floor open, with eight onsite MBOA Ultrawideband demonstrations

From Thursday through Sunday, the MBOA UWB TechZone was a busy place for the 16 exhibiting companies (Alereon, CommStack, Focus Enhancement Semiconductors, General Atomics Advanced Wireless Group, HP, Intel Corporation, Mitsubishi Electric, OrangeWare, Philips Electronics, Staccato Communications, Samsung Electronics, Texas Instruments, Taiyo Yuden R&D of America (TRDA), TDK, WiQuest and Wisair) and the four industry organizations (MBOA-SIG, WiMedia Alliance, 1394 Trade Association and Wireless USB Promoter Group).



- Wireless 1394 HDTV streaming demos (**Focus Enhancements, Mitsubishi Electric**)
- Wireless USB hard-drive demos (**Alereon, Intel, Philips, Staccato, Wireless USB Group, Wisair**)
- Wireless IP printing (**Alereon, HP, Wisair**)

There were 8 demos in the TechZone based upon MBOA technology, enabling Wireless USB, Wireless 1394, and Wireless IP.

- Wireless HD Streaming Video (**Alereon, Samsung Electronics**)
- Plus **Sharp** and **Toshiba** had wireless video demos in their main booths in Center Hall, powered by Wisair MBOA technology
- Additionally, offsite MBOA demonstrations at CES included Alereon, Blue7, General Atomics, Philips Electronics, Texas Instruments, and Wisair



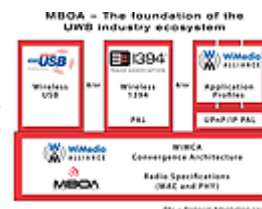


One noteworthy visitor was **FCC Chairman Michael Powell** who stopped by the TechZone and talked with HP's Jeff Ben about UWB and their demo. In his brief discussion, he stressed the importance of removing cables to make it easier for consumers to use electronic products.

Key themes for the MBOA Ultrawideband TechZone were multiple vendors, ecosystem partners

(antenna, component, software); CE, PC, and Mobile

Phone brand name technology adopters, add-on card manufacturers and alignment with 4 standards forums (MBOA, WiMedia, 1394 and USB).



Tuesday morning's (January 4) IEEE Computer Communications and Networking Conference (CCNC) hosted an open session on "Emerging markets based on UWB including developments in **Wireless USB**, **Wireless 1394** and beyond." Joyce Putscher of **In-Stat/MDR** moderated this panel which included Roberto Aiello, **Staccato Communications**; Marilyn Green, **Nokia**; Bob Huang, **Sony**; Kosar Jaff, **Microsoft**; and Stephen Wood, **Intel**.

Some key statements:

- **Microsoft's** Kosar Jaff said that **Microsoft** was working on a Wireless USB driver for XP and that it would be released as a service pack sometime in 2005.
- **Nokia's** Marilyn Green said that **Nokia** had looked closely at the various forms of UWB and determined that MB-OFDM provided the best characteristics for coexistence with mobile phones because of its better performance, lower out-of-band emissions, and ability to adapt digitally to different regulatory environments.

That Tuesday evening, **MBOA** and **WiMedia** jointly sponsored a table at CES Unveiled, the official press event of CES and an exciting reception with an ice bar, multicultural food and costumed waiters. We had worked with an agency to create an eye-catching video and table-top display, and it worked well. The exclusive reception attracted almost 700 members of the press and industry analysts. At times, the seven representatives (Mark Bowles and Jason Ellis of **Staccato Communications**, Anita Giani for MBOA, Glyn Roberts of **ST Micro**, Tracy Wright of **TI**, Paul Reinhardt of Global Inventures and Heather Ailara of WiMedia Alliance PR) were all talking with people and more were waiting to talk with them. Among those who visited the booth the editor-in-chief of CNET News (who was very enthusiastic about UWB), **ABC News** (videotape interview with Jason), **Financial Times** technology correspondent, **Boston Globe**, **Atlanta Journal-Constitution**, **Nikkei Publications** and many more. For an example of the coverage resulting from this and other media outreach during CES, click here: <http://www.wimedia.org>.

Thursday morning, Intel's CEO Craig Barrett had the opening keynote address and talked about ultrawideband for several minutes. Along with Intel's dual-core initiatives, Barrett singled out UWB as a key technology: "Operating at 480 Mbps, UWB will eventually be integrated into standard silicon processors, allowing consumers to quickly transfer hundreds of megabytes at a time."

Thursday afternoon, the MBOA held a press conference in the middle of the TechZone where more than 25 members of the press and industry analysts gathered along with countless other CES visitors who crowded into the space to watch the event. Virginia Williams, Director of Engineering, Home Networking and Product Safety, Technology & Standards, **CEA**, introduced the speakers and moderated the panel. Yoram Solomon of **TI** gave an industry overview after which Virginia led the Q&A session for panelists Glyn Roberts, **ST Micro** and president of **WiMedia**; Stephen Wood of **Intel** and MBOA; Dave Sroka of **Philips** and **Wireless USB Promoter Group**; and James Snider, executive director of the **1394 TA**.



In addition to all of these activities, the MBOA hosted an online press kit containing announcements issued at CES as well as background information on the TechZone, its exhibitors and demos: <http://www.virtualpressoffice.com/presskit/index.jsp?companyId=1101739674514>. About 760 international journalists and analysts had visited the online press kit by the end of the show. The online press kit will be available for a year.

MBOA member CES press releases included in the press kit include:

- 1394TA: Active development continues on a protocol adaptation layer (PAL) from MBOA to 1394
- Alereon: Demoed world's first wireless 480Mbps chipset; announced availability of development kit
- Blue7: Demoed streaming video with their Windeo chipset evaluation system
- CommStack: Announces availability of MBOA compliant PHY intellectual property for licensing
- Focus Enhancements: Demoed wireless HDTV with extended performance and range
- Mitsubishi: Wireless 1394 simultaneous streaming of 2 HDTV programs with QoS for home theatre
- Staccato: New CEO, Fujitsu partnership; Customers: AboCom and Coretronics; joint Philips demo
- Wipro: Announced MBOA MAC intellectual property ready for licensing by early Q2 2005
- WiQuest: \$13M funding announcement led by Menlo Ventures and Palomar Ventures
- Wireless USB Promoter Group: More than 85 members; Joint demo with Intel, Philips and Staccato
- Wisair: Asahi Glass, ASUS, D-Link, HP, Intel, NEC, Sharp, TI, Toshiba demoed using DV9100

We have barely recovered from this year and are already planning a repeat, an even larger and more impressive TechZone at **CES 2006**, next January. (If you are interested in participating and want more information, please contact Jason Ellis immediately at jason.ellis@staccatocommunications.com.) Space requests have already started.