



Winbox Technologies and CinemaNow Partner to Provide Premium VoD Services

Berlin, Germany, IFA, August 29, 2008 — Winbox Technologies, the leading provider of OEM technology solutions for Windows Embedded based TV-centric consumer electronics today announced that U.S. based CinemaNow (www.cinemanow.com), the digital entertainment innovator in delivering high-quality Hollywood movies and TV shows across multiple platforms, have partnered to allow the delivery of CinemaNow content over broadband directly to televisions via OEM set-top boxes build on the Winbox technology platform.

Under the new partnership, Winbox Technologies and CinemaNow will provide a seamless, fully-integrated platform for the electronic delivery of movies, TV shows, music and software to consumers via broadband Internet connection. This end-to-end delivery channel will utilize Winbox's OEM set-top-box technologies and CinemaNow's well-developed storefront and Media Manager application to facilitate new and exciting developments in electronic content distribution.

"With this partnership, we greatly extend the consumer value of our OEM technology platforms EVO1 and EVO2. Under this agreement our OEM customers can now chose to integrate premium Video-Demand services from one of the international leaders in the VOD content business when they use our platform for their own connected TV or set-top box products," Christof Winker, CEO of Winbox Technologies explains.

"Establishing Winbox as our first partner in Europe is a great step forward in our strategy towards expanding our services to consumers and retailers outside the U.S." said David Cook, president and COO of CinemaNow. "With Winbox's innovative solutions, we can extend the premium online experience to the TV, further delivering on the CinemaNow mission to empower consumers to enjoy digital entertainment anytime and anywhere."

The first set-top boxes that will include CinemaNow's content will be aimed at the UK, with products for the rest of Europe appearing in retailer later this year.

About Winbox

Winbox Technologies is the leading provider of OEM technology solutions for Windows Embedded based TV-centric consumer electronics. IPTV receivers, video on demand systems (VoD), hard disk video recorders (PVR / DVR), connected TV-sets and set-top-boxes can be realized with less development investments and time by using Winbox Technologies' products. Customers can either source so called "Turnkeys" which contain a complete OEM solution including hardware, software and production services or licence specific technology modules for in-house development. Partners and customers include Microsoft, NXP, ASUS, Sling Media, Medion, 1&1 and ProSiebenSat.1.

About CinemaNow

CinemaNow, Inc. is an innovator in digital entertainment technology, delivering high-quality Hollywood movies, TV shows and music videos to users across multiple platforms. Founded in 1999, CinemaNow has partnered with some of the biggest brands in consumer electronics and digital entertainment including ARCHOS, EchoStar Communications, Hewlett-Packard, Macrovision, Microsoft, Samsung, Sonic Solutions and Technicolor to deliver thousands of video titles directly to consumers. CinemaNow works with more than 250 licensors including 20th Century Fox, Disney, EMI, HDNet, IFC, Lionsgate, MGM, Miramax, NBC Universal, Paramount

Pictures, Sony, Sundance Channel, Vivendi Entertainment and Warner Bros. For more information: www.cinemanow.com.

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