

Press Release Winbox Technologies AG

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**Winbox Technologies drives further expansion together with long term strategic partners NXP and UNIHAN**

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Winbox Technologies (<http://www.winbox.ag>) a leading provider of OEM technology solutions for TV-centric connected consumer electronics today announces several expansion steps that follow the successful first two years of market presence with the EVO1 platform and prepare the larger scale roll-out of the upcoming EVO2 platform.

In a move to foster the already very close collaboration with Top3 Set-Top-Box / connected TV silicon provider NXP Semiconductors, Winbox just opened a UK office nearby the NXP campus. This UK Office is managed from former long-time NXP Senior Business Development Manager Phil Evans, who joined Winbox as a Board Member already earlier this year after the successful integration of new lead investor TVM Capital.

“I am very proud to become a part of the Winbox Family. Winbox and NXP have shown impressive results already in the first generation of joint products and the second generation EVO2 already is creating a real buzz in the industry because of its outstanding video and UI performance, and the impressive IP / web integration”, explains Phil Evans, the former NXP Manager and now Winbox Board Member.

To expand the relationship with Winbox's Asian OEM production partner UNIHAN (former ASUS), Winbox also opened an office in Taipei, Taiwan under the Management of native Taiwanese Winbox Co-Founder Victoria Tsai with a similar concept than the UK office.

“For us, intensifying the grown and trusted relationship with our main strategic partners NXP and UNIHAN is a logical step to improve our capabilities towards our customers, asking for increased scalability and long-term reliability”, explains Christof Winker, CEO of Winbox Technologies. “Our recent expansion steps are carefully planned to not overstretch our company but at the same time have the critical mass to address the needs of our increasing OEM customer base”.

The current steps have been taken after the initial roll-outs of the Winbox EVO1 connected TV / STB platform in the last two years have reached more than 150.000 units (total OEM production) and more than 1.000.000 technology licenses worldwide.

The upcoming EVO2 platform has been successfully presented on IFA and IBC to lead customers recently. EVO2 is expected to be rolled-out in several international deployments starting early 2009. According to industry-analysts, EVO2 can currently be considered as the most state-of-the art Full-HD, Full-Hybrid DVB/IP Set-Top-Box platform in the industry.

EVO2 allows seamless integration of all DVB and IP based contents in several form-factors from small inexpensive IP only connector boxes to large-scale hybrid PVRs / DVRs or as integrated TV sets. EVO2 also features a superior web-browser built on the WebKit Engine, a vast array of 3<sup>rd</sup> party service integration and Winbox's unique "Fantastic UI" technology that allows hardware-accelerated user interface effects that have not been seen on a Set-Top-Box device before.

EVO2 will be first presented to the public on upcoming CES, 2009 LasVegas.

### **About Winbox**

Winbox Technologies (<http://www.winbox.ag>) is a leading provider of OEM technology solutions for connected 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.

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