



PRESS RELEASE

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NIVEUS MEDIA GETS HARD CORE IN WHOLE-HOME ENTERTAINMENT

Upgrades to Niveus' Media Servers, including Intel® Core 2™ Quad processors and advanced control functionality with the new Niveus Control Server enable high performance whole-home entertainment.

Denver, CO – CEDIA Expo 2007 – September 5-9 – Booth #294 – Niveus Media, the leaders in high-end digital entertainment solutions for the connected home, introduces the 2008 line of Media Server products. As consumers and installers continue to embrace Niveus' Windows Vista-based Media Servers, launched in January 2007, Niveus is now focused on optimizing these systems to be the ultimate server for whole-home entertainment. Both the Summit Series and Pro Series Media Server models will be integral parts of Niveus' multi-zone audio video and digital cable demonstration at CEDIA Expo 2007.

With the custom integrator in mind, Niveus will demo the updated rack mountable Pro Series Media Servers, featuring the Intel® Core™ 2 Quad processor; now available on all Pro Series models including the n7, n9, and all new n4. The Pro Series n4 enters the line-up as the base-level offering, boasting the same well-designed form-factor and impressive Pro Series performance capabilities.

Intel's Core 2 Quad processor provides four independent cores with dedicated threads, to efficiently off-load tasks and more readily serve up media including HD video to multiple rooms of the home. The new Pro Series based on the Intel Core 2 Quad processor is capable of streaming HD media to 5 additional, independent zones while providing the power, compatibility, and connectivity to perform as the hard-core central media hub.

"The growth of Internet-delivered video and rich, high-definition entertainment is driving the need for powerful multi-core processing that will quickly off-load tasks to improve system responsiveness and overall performance," said Jeffrey McCrea, vice president and general manager of Intel's Consumer PC Group. "The Intel Core 2 Quad processor is intended for

intensive entertainment applications that deliver impeccable multi-zone performance for which Niveus' Pro Series is recognized."

As part of the 2008 whole-home focus, Niveus has beefed up their entire Media Server offering including the passively cooled Summit Series Rainier and Denali Editions and the aforementioned Pro Series. Upgrades to all servers include new Seagate® DB35 Series™ hard drives for video streaming performance, acoustics & reliability and Nvidia's GeForce Series 8 graphics featuring PureVideo™ HD technology for high quality video scaling up to and beyond 1080p.

Additionally, Niveus introduces the Niveus Control Server, a middleware software component designed to provide the necessary bi-directional feedback to develop meta-data rich control templates for premier touch panels. The Niveus Control Server gives dealers the resources and flexibility to pair the ultimate high-performance Niveus Media Server and Media Center Extenders with the optimum home automation solution from *any* control vendor. Availability and pricing is expected in Q4 but the beta version of the software can be downloaded beginning today from the Niveus Media website.

Niveus Media's 2008 line of Windows Vista Ultimate-based media centers including the Summit Series Rainier and Denali Editions, and Pro Series n4, n7 and n9, are capable of storing, managing, and playing TV, music, movies, and photos while offering the highest level of media center performance.

For more information on Niveus Media, Inc., please visit www.niveusmedia.com.

About Niveus Media, Inc.

Since 2002, Niveus Media, Inc. has engineered and manufactured high-performance media solutions that take whole-home digital entertainment to an entirely new level. Niveus is an award-winning manufacturer of high-end Media Centers, storage servers, and advanced control software designed specifically for the consumer electronics market. Committed to providing innovative, integrated digital entertainment devices for the networked home, Niveus has simplified the management and enjoyment of digital media at home.

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