



WirelessHD™ Chairman John Marshall Speaks at CEATEC 2008

Marshall Discusses WirelessHD™ Technology at Asia's Largest Consumer Electronics Show

Who: John Marshall, Chairman of the WirelessHD™ Consortium, which consists of the world's leading consumer electronics and semiconductor companies

What: Mr. Marshall will discuss the WirelessHD™ standard's 60GHz multi-gigabit millimeter wave solutions - the industry's fastest method for delivering high definition wireless multimedia content at 4Gbps. The benefit to consumers, market opportunities, correlation with existing wireless technologies and standards, the importance of a global standard and future challenges will be highlighted in his presentation.

Why: Wireless transmission of high quality, high-definition content is quickly becoming a reality for consumers, and WirelessHD™ technology is at the forefront of this movement, offering the only lossless and uncompressed HD audio and 1080p video solution.. WirelessHD™ technology brings only the highest quality picture into the consumers' living room, proving that image is, in fact, everything.

When: Tuesday, September 30, 2:00pm.

Where: CEATEC, Makuhari Messe, International Conference Hall, Room 201; Tokyo, Japan.

About the WirelessHD™ Consortium

Formed in 2006, Broadcom Corporation, Intel Corporation, LG Electronics Inc., Panasonic, NEC Corporation, SAMSUNG ELECTRONICS CO., LTD, SiBEAM, Sony Corporation and Toshiba Corporation, have joined together to create the next generation wireless interface specification for HD media streaming and transmission. WirelessHD™ technology will facilitate technical advancement by creating a specification focused on fixed and portable devices. WirelessHD is the first consumer electronics and technology industry-supported, high definition digital wireless interface for simplified media streaming and HD content portability. For more information on the WirelessHD™ Consortium, please visit www.wirelesshd.org.

About CEATEC:

As a comprehensive IT and electronics trade show where world-leading technologies, products and services are announced, CEATEC JAPAN is the focus of close attention by the industry and a truly wide range of users. Media from around the world also focus on CEATEC JAPAN because of its comprehensive coverage of electronic components, devices and end products, as well as the CEATEC JAPAN Conference, which offers opinions and messages from global industry leaders. CEATEC JAPAN is a place for international technology exchange and developing new product demand, a place full of business opportunity that you don't want to miss.

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