



WirelessHD™ Announces Publication of Wireless DTCP Content Protection Specification for High Definition Content

First Content Protection Scheme for Transmission of Wireless High-Definition Content Released by DTLA and Approved by Major Content Providers

Sunnyvale, Calif., August 27, 2008 – WirelessHD™, currently comprised of global leaders in the consumer electronic and personal computing industry, and formed to offer an industry standard for wireless high speed audio, video and data delivery, today announced that the Digital Transmission Licensing Administrator (DTLA) has approved and published a new supplement to the Digital Transmission Content Protection (DTCP) Specification for the Use of WirelessHD. With WirelessHD taking the lead, the release of this new supplement represents the first approved, standard content protection method for the distribution of high definition content, signaling the overarching industry's readiness to accept wireless technology in mass market consumer applications.

In addition, such approval suggests new flexibility for manufacturers and consumers in so far as DTCP permits both streaming and copying of high-definition content from device to device. Earlier this year, WirelessHD announced DTCP as the content protection method of choice for WirelessHD transmissions. DTCP enables not only direct display, but also the distribution of high definition (HD) content. This content, whether from Blu-ray discs, satellite, cable, or Internet broadcast may be securely sent over WirelessHD signals. The use of DTCP enables both the wireless display of this content in the newest generation of LCD's and Plasmas and the managed copying of this content to digital video recorders (DVR) and portable media players (PMP). This supplement to the DTCP specification provides the technical details for the use of DTCP with WirelessHD-enabled consumer electronics and personal computing products.

The DTLA administers the DTCP, which assures that only legitimate content delivered to a source device via another approved copy protection system, such as the DVD Content Scrambling System, will be protected. DTCP is a cryptographic protocol that protects audio and video content from tampering and enables managed copying of licensed content over high-performance digital networks such as WirelessHD.

WirelessHD representatives have been working closely with DTLA to ensure requirements were met and approved as rapidly as possible. This newly approved use of DTCP is based on satisfying the concerns of the Motion Picture Association of America (MPAA) and the major studios about unauthorized and illegal copying of protected content. This approval removes any barriers to implementation of WirelessHD in consumer electronics and personal computing products.

WirelessHD is a worldwide organization dedicated to the advancement and enhancement of the WirelessHD standard. WirelessHD continues build its industry leadership and momentum by inviting interested companies to join WirelessHD as Adopters. Interested companies can

visit www.WirelessHD.org or email info@wirelesshd.org to learn more about how to become a WirelessHD Adopter.

About WirelessHD

Formed in 2006, Intel Corporation, LG Electronics Inc., Matsushita Electric Industrial Co., Ltd (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 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 WirelessHD, please visit www.wirelesshd.org.

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