bridgeCo

For Immediate Release

BridgeCo Launches Entertainment Network Adapter at CES2003
Uniquely integrated hardware and software provides essential device and network functionality for consumers to personalize a home Entertainment Continuum

January 9, 2003 - Las Vegas, NV & Zurich, Switzerland: At the Consumer Electronics Show 2003 today, BridgeCo AG launched their Entertainment Network Adapter (ENA), the long-awaited key technology which efficiently, effectively and economically bridges 1394 (FireWire^{TM}) and Ethernet networks in the home. Built into PC and CE entertainment devices, BridgeCo's ENAs will enable consumers to conveniently, comfortably, and cost-effectively create their own simple and seamless Entertainment Continuum, consisting of the full range of analog and digital, PC and CE, wired and wireless entertainment devices in their homes. Consumers can then enjoy media from any source, anytime and in any location.

At CES2003, BridgeCo is showcasing the five essential functionalities that deliver ENA benefits to the manufacturer and consumer: signal transport, signal processing, content security, device management and network-wide user interface. These showcase milestones include:

- ENA-Enabled Networked Loudspeakers that replace the PC sound card, and are connected to DVD and computer sources using 1394 (FireWire^{TM})
- Wireless 5.1 surround audio Networked Loudspeakers using 1394 (FireWire^{TM}) over 802.11b transmission, and BridgeCo's patented 1394 (FireWire^{TM}) node synchronization
- Content-protected AVRs connected via 1394 (FireWire^{TM}) to DVD and SACD sources
- The latest Digital Processing Receivers with Internet Radio and Ethernet networking to multiple zones
- Simple, seamless integration of PCs, Networked Loudspeakers, AVR and DVD devices through UPnP control

BridgeCo's ENAs are based on embedded, secure software running on BridgeCo's integrated, network and signal, processor. The breakthrough chip architecture, kernel operating system, and application- and device-specific software modules support standards-based connectivity and signal processing algorithms.

"BridgeCo provides the PC and CE industry with a powerful, flexible solution that cost-effectively combines the best from multiple networks in the home," noted Christof Heidelberger, CEO of BridgeCo. "Manufacturers now have a thoroughly tested, open-standards-compliant solution that offers increased functionality at comparable or lower costs to existing device subsystems. Furthermore, BridgeCo's uniquely embedded, secure software can be remotely and cost effectively upgraded to keep pace with new functionalities, applications, products, and network standards throughout the device lifetime."

PC and CE manufacturers are already developing audio and video products utilizing the powerful network and signal processing functionalities of BridgeCo's ENA. By using the same chip platform with various, optimized combinations of software modules, the manufacturers are able to leverage the ENA's flexible design across their product range and over product generations. Consequently, manufacturers can bring more versatile and networkable products to market more quickly to meet the increasing consumer demand for the home Entertainment Continuum.

"These design wins and showcases confirm the manufacturers' confidence in BridgeCo's technology, the market potential for our ENAs, and that our application and technology rollout is on schedule to meet this demand. BridgeCo's success demonstrates that Switzerland is rapidly evolving from its high-precision engineering roots to a center for innovative, high-technology electronics."

Christof Heidelberger continued "Recently, BridgeCo successfully concluded its second financing round with four investors: Benchmark Capital, Earlybird, Infineon Ventures, and Intel Capital."

Please call Christof Heidelberger (mobile: 213-479 2222) or Mark Bridgwater (mobile: 206-484 2190) to arrange a meeting and showcasing of BridgeCo's ENA technology at CES2003, Booth # 30327, South Hall (Booth phone: 702-943 4504).

About BridgeCo:

BridgeCo AG, based in Zurich, Switzerland with marketing and sales representatives in the United States, develops entertainment network adapters (ENAs) based on embedded, secure software running on BridgeCo's integrated network and signal processor. The uniquely integrated chip architecture, kernel operating system, and application- and device-specific software modules support standards-based connectivity and signal processing algorithms. Built into PC and CE entertainment devices, the ENAs enable consumers to create their own simple and seamless home Entertainment Continuum conveniently, comfortably and cost-effectively. The applications include the range of analog and digital, PC and CE, wired and wireless devices; e.g. networked loudspeakers, audio/video receivers, digital processing receivers, digital video devices, musical instruments, external sound cards and set-top boxes. BridgeCo's Investors include: Benchmark Capital, Earlybird, Infineon Ventures, and Intel Capital. Detailed information on BridgeCo, its technology and products is available on www.bridgeco.net.

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