

Contact Information  
Betty Watkins  
Zoran Corporation  
408-523-4373  
[betty.watkins@zoran.com](mailto:betty.watkins@zoran.com)

Mark Thronson  
Kestrelink Corporation  
650-281-9402  
[markt@kestrelink.com](mailto:markt@kestrelink.com)

**ZORAN AND KESTRELINK TO PROVIDE WIRELESS-CONNECTED DVD PLATFORM  
FOR CONSUMER ELECTRONICS MANUFACTURERS**

**Supports Robust 802.11 Connectivity for Playback of Remote Content  
from PC or TV Over Home Network**

Sunnyvale, Calif. – Jan 31, 2007 – Zoran Corporation, a leading provider of digital solutions in the growing digital entertainment and digital imaging markets, and Kestrelink Corporation, a middleware provider of robust wireless connectivity solutions for consumer electronics products, introduced a new wireless-connected DVD player platform at CES 2007.

The new DLNA-compliant platform is based on Zoran's Vaddis<sup>®</sup> DVD multimedia processor and the KestrelMedia<sup>™</sup> networking connectivity suite from Kestrelink with a view to adding robust WiFi connectivity to mainstream DVD players and recorders.

The combined technologies enable new DVD products with the latest in high quality audio and video playback support, including the display of digital photos and upscaling of video for viewing on high definition televisions. Content can be delivered from a variety of sources: DVDs, CDs, USB thumb drives, Flash cards, and now, from sources on Ethernet or 802.11 wireless networks.

“The KestrelMedia platform was developed to deliver an optimized networking system to consumers for a best-in-class, robust WiFi connectivity experience,” says Mark Thronson, vice president marketing and business development for Kestrelink. “When coupled with mainstream DVD technology from Zoran, the complete solution enables OEMs to deliver new products at compelling price points for the end consumer.”

“We are pleased that Kestrelink chose to work with Zoran to offer a wireless-connected DVD platform to enable OEMs to quickly deliver multiple new products to market based on Zoran's DVD technology,” said Mitchell Golner, senior director DVD product line. “With this approach, consumers gain an improved user experience both in performance and interoperability at affordable price points, which should help drive adoption of connected DVD players.”

The new wireless-connected DVD platform delivers excellent range and bandwidth for video streaming, as well as consistent fast response over the network connection, even while browsing through available content or using trick modes such as Fast Forward, Rewind, Skip Ahead, Skip Back, and others.

In addition, the KestrelMedia platform was designed for compliance with the Digital Living Network Alliance (DLNA) guidelines, and is used in several DLNA certified products on the market today. Support for DLNA guidelines ensure that this network-connected DVD player is interoperable with a wide array of DLNA-compatible content sources including PCs, digital video recorders, set top boxes, WiFi phones, and other related devices, creating an easy-to-use connected ecosystem.

**About Kestrelink**

Kestrelink Corporation, headquartered in Boise, Idaho, USA, is a leading provider of wireless network solutions for use in connecting audio video consumer electronic products. Kestrelink solutions emphasize robust network experience, easy integration into existing consumer electronic product architectures, and cost effective implementation thru leverage of economies of scale on mainstream codec technologies used today. For more information, please visit the Kestrelink website at [www.kestrelink.com](http://www.kestrelink.com).

### **About Zoran Corporation**

Zoran Corporation, based in Sunnyvale, California, is a leading provider of digital solutions in the growing digital entertainment and digital imaging markets. With two decades of expertise developing and delivering digital signal processing technologies, Zoran has pioneered high-performance digital audio and video, imaging applications, and Connect Share Entertain technologies for the digital home. Zoran's proficiency in integration delivers major benefits for OEM customers, including greater capabilities within each product generation, reduced system costs, and shorter time to market. Zoran-based DVD, digital camera, DTV, multimedia mobile phone, and multifunction printer products have received recognition for excellence and are now in hundreds of millions of homes and offices worldwide. With headquarters in the U.S. and operations in Canada, China, England, Germany, India, Israel, Japan, Korea, and Taiwan, Zoran may be contacted on the World Wide Web at [www.zoran.com](http://www.zoran.com) or at 408-523-6500.

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