



Roku Returns to CES for Announcements, Product Showcases, Last Gadget Standing Competition and Speaking Engagements

Roku SoundBridge and Roku PhotoBridge HD1000 Product Lines Will Be Shown at CES Innovations Showcase, Microsoft's and Analog Devices' Booths

PALO ALTO, Calif., Jan. 3, 2005 – Roku, the leader in digital media players for the home, returns to the Consumer Electronics Show in Las Vegas this week. The company is expected to make announcements regarding its SoundBridge and PhotoBridge HD product lines at the show. Just last month, Roku announced that its SoundBridge network music player was an honoree of a 2005 CES Innovations Award in the High Performance Audio category.

Roku's SoundBridge product line will be showcased during an on-stage demonstration at Ziff Davis' Last Gadget Standing competition on Thursday, Jan. 6 at 10:30 a.m., hosted by PC Magazine Editor-in-Chief Michael Miller and Consumer Technology TV Personality Robin Raskin. A group of dynamic companies will battle until one gadget is left standing among audience members. Fans of SoundBridge can cheer and vote online by visiting PC Magazine's Web site www.pcmagazine.com.

SoundBridge is a network music player product line that lets consumers play digital music anywhere in their homes – connecting their stereos or powered speakers to digital music collections on their computer and Internet radio stations around the world. PhotoBridge HD1000 is the only digital media player on the market, made for the sharp resolution of HDTV, while capable of working with analog TV. PhotoBridge HD lets consumers enjoy digital media – photos, art, music, and video on any TV, including HDTV. Both products can be seen at Microsoft's booth No. 7155 in the Central Hall. SoundBridge can also be seen at Analog Devices' booth No. 15206, also in the Central Hall.

CES attendees can hear Roku's executive team speak on several digital home panels throughout CES. On Thursday, Jan. 6 from 10:30 a.m. – 11:30 a.m., Mike Kobb, senior software strategist at Roku will speak at the Connections conference on "Requiem for the Hi-Fi: Audio in the Digital Age." The panel will be held in the South Hall, Room S106 of the LVCC.

Following, from 12 p.m. – 1 p.m., Roku's Chief Technology Officer Don Woodward will speak on CES SuperSession "HN3 Creating the Perfect Home Network" in the South Hall, Room S102 of the LVCC.

On Saturday, Jan. 8 from 10:30 a.m. – 11:30 a.m., Roku Founder and Chief Executive Officer Anthony Wood will speak on Digital Hollywood's "Entertainment Expands the Digital Home: Networking, Sharing and Protecting." Digital Hollywood is located in the North Hall, Room N259 of the LVCC.

Contact
Ann Holland

Phone
650.321.1394 ext. 19

Email
aholland@rokulabs.com

Journalists are invited to visit Roku's Digital Suite at the Las Vegas Hilton for product demonstrations and discussions with Roku's Wood and Woodward. To schedule an appointment, contact Genea Sobel at 650.762.2907.

About Roku

Roku is a privately digital media company located in Palo Alto , Calif. , and founded by Anthony Wood, the inventor of the digital video recorder (DVR). Roku designs sleek digital media products that maximize the digital home entertainment experience. Roku's award-winning products include Roku SoundBridge network music players and Roku PhotoBridge HD digital media players.