



Pinnacle Systems announces distribution of Pinnacle SoundBridge players

Pinewood, England –March 10, 2006 – Pinnacle Systems launched today Pinnacle SoundBridge and Pinnacle SoundBridge Radio, two network music players that meet the award-winning Pinnacle ShowCenter 200 in Pinnacle’s Digital Media Adapter category.

With sleek industrial design and network connectivity, Pinnacle SoundBridge is a true plug and play solution for enjoying all the music stored on the PC or Mac throughout the house via Wi-Fi. The consumer will have the comfort of controlling their digital music library from across the room with the remote control and listening to a large selection of free Internet radio stations from around the world. The fact that Pinnacle SoundBridge plays Internet radio without the computer on, that it’s the most compatible network music player on the market requiring no additional software installations, and its installation is plug and play, are only some of the advantages of Pinnacle SoundBridge.

Compatibility with a wide range of formats and music player software

Users can listen to a great diversity of audio formats including WMA, AAC (except protected AAC files), MP3, WAV and AIFF. SoundBridge is also compatible with all music services using Windows Media DRM 10 (“Janus”) and the PlaysForSure™ standard, and has built-in support for iTunes®; Rhapsody™; Windows Media Connect and Windows Media Player 10; as well as any UPnP server such as Musicmatch®, TwonkyVision and more.

Pinnacle SoundBridge

SoundBridge connects to the consumer’s stereo system or powered speakers to play music libraries and stored playlists, including iTunes Smart Playlists, Internet radio and podcasts. Users can browse large libraries easily, search for Song Title, Artist, Album, Composer and Keyword, or create an “ad hoc” playlist to suit their mood. SoundBridge offers dynamic music visualisers, brightness and text size settings, and is small enough to place anywhere.

Pinnacle SoundBridge Radio

With all the functionalities of SoundBridge, plus a precision-engineered sound system including patented Linear Magnetic Drive™ stereo speakers and subwoofer, SoundBridge Radio is a complete Wi-Fi Music System with unsurpassed audio quality bringing the world of Internet radio to every room of the house. Users will enjoy access to thousands of free Internet radio stations from around the world with no need for the computer to be turned on, no software installation and no subscription fees required. SoundBridge Radio also has AM/FM

Contact
Ann Holland

Phone
650.321.1394 ext. 19

Email
aholland@rokulabs.com

radio and alarm with clock that updates direct from naval observatory time for no more worrying about setting the time. A headphone jack and SD card slot are also provided.

Price and Availability

Pinnacle SoundBridge carries a SRP of £149.99 and Pinnacle SoundBridge Radio has a SRP of £299.99. They are available through the Pinnacle Website at www.pinnaclesys.com and at most major retailers.

About Pinnacle Systems, Inc.

Pinnacle Systems, Inc., a wholly-owned subsidiary of Avid Technology, Inc., is an industry leader in providing a complete set of home video editing tools for the consumer market. The company's product lines, including Pinnacle PCTV™, Dazzle®, Pinnacle ShowCenter™, Pinnacle Studio MediaSuite™, and its flagship Pinnacle Studio™ line, cover the needs and requirements of everyone from entry-level to intermediate and advanced video storytellers. Pinnacle Systems has received nine prestigious Emmy® Awards for its technical innovations and carries the commitment to help consumers enhance, preserve and share their memories with ease. For more information, visit www.pinnaclesys.com.

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