



## Roku Forms Strategic Business Partnership with Tatung

*Companies to Build New Consumer Electronics Products Together; Tatung Acquires SoundBridge License to Distribute Music Players in Asia*

COMPUTEX TAIPEI 2005, TAIWAN, May 31, 2005 – Roku is making its first appearance in Taiwan at the Computex Taipei 2005 show. Roku's popular SoundBridge network music player product line is on exhibition in Tatung's booth # T101D. On this day, Roku also announced a strategic business partnership with Tatung Co., a worldwide leader in the design and manufacturing of a vast array of digital consumer products. The companies will work together to build new consumer electronics products that will be announced this fall in the United States and in Asia under various brands, including Tatung.

As part of the arrangement between the companies, Tatung has license rights to the SoundBridge product line and will distribute the network music players in Asia. Roku SoundBridge is the network music player that lets consumers listen to digital music and Internet radio anywhere in the house.

Tatung has recently demonstrated strong leadership in the design and manufacturing of digital consumer products that include digital TV's, home entertainment receivers and personal media players. These new products have been added to Tatung's well-established PC product lines to serve ODM customers on a global basis. The worldwide sales of Tatung Co. total US\$7.5 billion.

"Tatung is a world class company with strong hardware and manufacturing skills," said Roku Chief Executive Officer Anthony Wood. "Together with our software development and service integration skills, we have what's required in this new digital world to make some of the best digital media products."

"We have admired the SoundBridge product line as it has become a popular product around the world," said W.S. Lin, president of Tatung Co. "Roku knows how to design digital electronics products that stand apart from the competition. By working together we can move forward more aggressively in the market than either company could alone."

### About Tatung

Founded in 1918 & headquartered in Taiwan, Tatung Co. ([www.tatung.com](http://www.tatung.com)) is a worldwide leader in the design and manufacturing of a vast array of digital consumer products, including PCs, flat-panel TVs, personal media players, set-top boxes, smart phones, digital video recorders, etc. For industrial products, Tatung has well-established power and energy businesses. With its overseas branches spreading across 12 countries, Tatung is in a solid position to deliver products more efficiently and fulfill customer services more effectively.

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## **About Roku**

Roku is a privately held 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.