



Roku Announces Free Software Tools for Digital Home

SoundBridge 2.5 software update adds many new features including Roku Radio Snooper to easily find new Internet Radio stations and Firefly Media Server

PALO ALTO, Calif., July 6, 2006 – Today Roku released three new significant software applications for the Digital Home. Together these software tools greatly expand on the features and functionality of SoundBridge network music player and SoundBridge Radio. They dramatically increase the number of Internet Radio stations that can be played, and they provide an easy, one-step process to find the address of almost any Internet Radio station and create a preset for that station. All three applications are free, and information for downloading them can be found at www.rokulabs.com.

Roku SoundBridge 2.5 Software Upgrade

The SoundBridge 2.5 free software update is available today for all existing and new SoundBridge customers. The update is compatible with all four models of SoundBridge, SoundBridge Radio, and Pinnacle SoundBridge. The upgrade is simple to install using Roku's on-device, one-click update. Major new features include:

- » Microsoft WMA Internet radio support - Now SoundBridge can access thousands more Internet radio stations
- » Browse a library of Internet radio stations – A list of nearly 100 high-quality Internet radio stations can be browsed by name, location, genre or language
- » Roku Radio Snooper compatibility – Easily find and set most Internet radio stations from around the world
- » Presets - 18 presets can be set to Internet radio stations, playlists, specific artists, albums, a selection like "all songs," etc. Plus, your selection's shuffle and repeat status is also remembered, so if you want a preset of all Coldplay songs shuffled, you can create it.
- » Software Update Prompts - Automatically checks for new software updates
- » New Fonts - New fonts available for one-line mode on M1000 and two-line mode on M2000 and R1000
- » New Roku Control Protocol (RCP) – RCP allows developers to create applications to control a SoundBridge from a PDA or computer
- » New Roku Server Protocol (RSP) – RSP allows creation of more advanced server features; the Firefly Media Server supports RSP

Contact
Ann Holland

Phone
650.321.1394 ext. 19

Email
aholland@rokulabs.com

Roku Radio Snooper

One of the biggest problems for users listening to Internet radio stations with devices such as the SoundBridge Radio is finding the address of a particular Internet radio station. There are tens of thousands of stations, but many don't publish their addresses, or they sometimes change unexpectedly. The Roku Radio Snooper solves this problem by showing users the addresses of their favorite stations. It also checks stations for compatibility with SoundBridge, and provides one-button playback of the station on the SoundBridge and the ability to set the station as a SoundBridge preset with one button click.

Firefly Media Server

The Firefly Media Server is an Open Source project sponsored by Roku and to which Roku is contributing code. Firefly supports SoundBridge's new Roku Server Protocol (RSP), a Roku proprietary method of streaming a user's music library to their SoundBridge that maximizes integration between the music library and the SoundBridge. Firefly is also an option for customers who want a high-performance server, the benefits of the community aspects of Open Source, or who want support for file formats such as FLAC. Firefly works with Windows, Macintosh or Linux.

SoundBridge continues to focus on compatibility, and is the most compatible network music player with support for the largest number of music servers. Native support is included for Microsoft Windows Media Connect, Apple iTunes, Real Networks Rhapsody, Twonkyvision, Musicmatch, Yahoo Music Engine, Firefly Media Server and others.

Leading Solution

"Our SoundBridge network music players and Internet radio are leading the market with advanced features and flexibility for consumers," said Anthony Wood, Roku founder and CEO. "Our free release of the new 2.5 software, Radio Snooper, and Firefly demonstrate our commitment to the digital home market and community."

About Roku

Roku is the market leader in digital media streaming and Internet radio products. The company's business focuses on retail products and technology licensing to brand name OEMs. Roku SoundBridge models and SoundBridge Radio are sold through major retailers in the U.S. and Canada such as Best Buy, Dell, Fry's and Tweeter. Major licenses of Roku's technology include Pinnacle Systems. Located in Palo Alto, Calif, Roku was founded by Anthony Wood, the inventor of the digital video recorder (DVR).