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Roku Introduces SoundBridge Radio

Complete Wi-Fi Music System Combines Ease-of-Use of a High-Quality Tabletop Radio with Digital Music Streaming and Internet Radio Features

HUNTINGTON BEACH, Calif., DEMOfall, Sept. 19, 2005 – Roku, the company that perfected the network music player, introduces SoundBridge Radio, a complete wireless (Wi-Fi) music system. With a traditional tabletop radio form factor, SoundBridge Radio combines incredible-sounding stereo speakers with a subwoofer, AM/FM radio, alarm, Internet radio and digital music streaming features to create a single stylish, compact component. Roku takes the original market-leading SoundBridge network music player, which won 2004 and 2005 CES Innovations Awards, a step further in audio power and ease of use with the introduction of this new product. SoundBridge Radio lets consumers access traditional AM/FM radio along with their digital music library using simple and familiar radio controls. A few simple buttons for presets, scan, and source select make digital music easily accessible. Other features include a SD/MMC card slot and a volume-ramping alarm that wakes users to digital music, Internet radio, AM/FM, playlists, podcasts, or choice of several alarm tones. SoundBridge Radio will be demonstrated on-stage to attendees at the DEMOfall conference, which begins today.

SoundBridge Radio comes with a bright, vacuum-fluorescent display (VFD) that is double the resolution of the original SoundBridge – resulting in a crisp, vivid image that can show more information. The remote control is also similar to that of the original SoundBridge, so consumers can browse and select digital music by artist, title, album, composer or genre from across the room. As consumers listen to music, the display shows the name of the song and artist playing. Ultra-accurate clock updates from the Internet eliminate worrying about setting the time. A built-in light sensor auto dims the display at night and the headphone jack lets users enjoy their music without disturbing others.

“There are 40 million regular listeners using PCs to access Internet radio in the US. SoundBridge Radio gives those users a way to comfortably bring Internet radio away from their PCs and into their bedrooms,” said Anthony Wood, Roku founder and chief executive officer. “With the SoundBridge Radio, consumers get traditional radio, Internet radio and digital music combined in a simple, high-quality product that’s easy to use.”

SoundBridge Radio includes all of the traditional features of SoundBridge as it can access playlists from both Mac- and Windows-based computers, and support music streaming in MP3, WMA, AIFF, WAV and un-protected AAC formats.

In addition to supporting all major digital music formats, SoundBridge Radio has earned Microsoft’s PlaysForSure certification, so it is guaranteed to play music from services using Windows Media DRM 10 such as Napster, Walmart.com and Musicmatch. SoundBridge is certified to work with Real Networks’ Rhapsody music service. Apple iTunes support allows playback of un-protected AAC or MP3 files. SoundBridge Radio streams Internet radio with one-press preset access to stations, even if the PC is off.

SoundBridge Radio will sell for \$399 beginning in early November when it arrives at consumer electronic retail stores nationwide. It will be available for pre-order beginning today at www.rokulabs.com. Those who order before Oct. 31 will receive a \$50 discount. Roku will continue to sell the popular original SoundBridge to customers who wish to connect their digital music library or Internet radio to their existing powered speakers or stereo system.

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.