

Ubicom Simplifies Photo Sharing

Ubicom introduces Wireless Digital Photo Frame Reference Design with easy connection to social networking sites

INTERNATIONAL CES, LAS VEGAS — Jan. 7, 2008 — Ubicom®, Inc., a leading provider of communications processor and software solutions, announced the availability of its reference design for wirelessly connected digital photo frames.

The reference design makes it easy to view photos over a network in three simple steps by eliminating the need to enter complex configuration information into the frame:

1. Power on.
2. Connect securely to the network with the touch of a button using Wi-Fi Protected Setup.
3. Link the frame to your online account.

The photo frame is preconfigured to talk to social networking sites such as Facebook, Flickr, Google's Picasa Web Albums or Microsoft's Windows Live Spaces; or content can be delivered by Frame Media, Ubicom's Web aggregation partner. Photos on personal computers are transferred using UPnP or a desktop widget.

Ubicom has shipped millions of Wi-Fi CERTIFIED™ networking products and conducts extensive interoperability testing to ensure that users can connect to their wireless networks. With Ubicom's flexible hardware and software platform, a single codebase can support any of the available 802.11 standards including 802.11n, and a choice of radio or LCD panel vendors.

The reference design is based on Ubicom's StreamEngine 5000™ family of multithreaded processors with StreamEngine® technology. The processor's DSP instruction set is used to accelerate image processing and create sophisticated photo effects. Software I/O eliminates glue logic and reduces the system bill of materials.

"The digital photo frame market is poised for significant growth and we expect sales volume to top 44 million units globally by 2011," said Harry Wang, senior analyst at Parks Associates, a Dallas-based digital home technology consultancy. "In order for the digital photo frame to become a mainstream product, vendors must further polish its features and usability to best fit consumer demand. Ubicom's reference design addresses the future of the industry by providing a simple user interface to allow everyone to view images easily over a home network on a digital photo frame."

"We are doing extensive interoperability testing with wireless vendors and social networking sites to reduce our customers' support and development costs," said Cathal Phelan, CEO of Ubicom. "With our customizable photo frame reference design, customers will get to market quickly with full-featured, high-quality products."

Availability

Ubicom's Digital Photo Frame reference design is available now and will be demonstrated at CES 2008. For detailed product specifications please visit www.ubicom.com.

About Ubicom, Inc.

Ubicom develops communications and media processor (CMP) and software platforms that address the unique demands of real-time interactive applications and multimedia content delivery in the digital home. The company provides optimized system-level solutions to OEMs for a wide range of products including wireless routers, access points, bridges, VoIP gateways, streaming media

devices, print servers and other network devices. Ubicom's unique multithreaded processor design, real-time operating system, and application-level solutions combine to ensure a high-quality user experience with unprecedented ease of use. Ubicom is a venture-backed, privately held company with corporate headquarters in Sunnyvale, California. For more information, visit www.ubicom.com.

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