



High-Definition Audio-Video Network Alliance Showcases Connected Home Entertainment Experience at IBC2006 Conference

Beaverton, OR – September 7, 2006 –The High-Definition Audio-Video Network Alliance (HANA) will demonstrate the next-generation connected home entertainment experience at IBC2006, the world’s largest broadcasting exhibition, taking place September 7-12, at the RAI Center, Amsterdam, Netherlands. HANA will be located at Booth #1.541 and the New Technology Campus to demonstrate how HANA's design guidelines for secure HD audio-video networks can help speed the creation of new, higher quality and easier to use HD products.

On September 7, Sheau Ng, Vice President, Broadcasting & Consumer Technology and Standards, NBC Universal, will represent HANA by participating in the "Multimedia in the Home - Having the right connections" session. Ng will contribute to this digital home networks session by presenting his paper, titled “An Overview of HANA – a Secure, High-Definition Home Network Architecture.”

HANA’s demonstration will showcase how their networking guidelines will dramatically simplify and enhance the home entertainment experience. Attendees can experience how one cable and one remote control can connect all HD products and content in the home, making it accessible from any TV.

HANA is a cross-industry collaboration addressing the end-to-end needs of connected, HD, home entertainment products and services. Promoter members include Charter Communications, Mitsubishi Digital Electronics America, Inc., JVC, NBC Universal, Samsung, Sun Microsystems, Texas Instruments and Warner Bros. Technical Operations Inc.

HANA's mission is to create industry design guidelines, utilizing existing technology and specifications that will help enable consumers to:

- View, pause and record 5+ HD channels simultaneously without compromising quality of service;
- View, pause and record HD stored on a PVR from anywhere in the home;
- Share personal content from PCs to AV devices while keeping protected content secure;
- Control all AV devices and access content with just a single remote per room; and
- Add any device to the home network with just one cable.

HANA-compliant products will include HDTVs, next-generation DVD players, personal video recorders, set top cable boxes and home theater systems. The first commercial products are expected to be available later this year.

If you are a member of the media or analyst community and are interested in speaking with HANA at the show, please contact Liz Delapoer of VTM PR at +1.503.619.5225 or ldelapoer@vtm-inc.com.

About HANA

Formalized in October 2005, the High-Definition Audio-Video Network Alliance (HANA) is a cross-industry collaboration of members addressing the end-to-end needs of connected, HD, home entertainment products and services. The membership includes leading companies from the four industries most impacted by the HD revolution: Content Providers, Consumer Electronics, Service Providers and Information Technology. HANA is working to create a design guideline for secure high-definition audio-video networks that will speed the creation of new, high quality, easy to use HD products. HANA membership is open to all companies involved in the digital entertainment industry. Additional information about HANA is available at www.HANAalliance.org.

For More Information:

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