



LAPTOP ENTERTAINMENT, SUPERSIZED TO THE TV

Veebeam is Launched In the US and Europe at \$99 USD / £99 GBP / €109 EUR

Santa Clara, CA & London, UK, 14 September 2010 – Veebeam, a consumer products company dedicated to bringing Internet video content to every TV, has announced today at the Demo Fall 2010 conference in Santa Clara, the release of Veebeam, the revolutionary 1080p HD media player that offers the easiest, most affordable, way to wirelessly stream anything from your laptop to your TV. Internet delivered movies, sports websites, digital photos and more can now be shared on any HDTV.

“Veebeam is the only product on the market that allows the user to define the viewing experience rather than have it pre-defined for him. It is what we like to define as ‘content agnostic’ - anything from the Internet can be viewed on the TV. The market interest has been incredible – Veebeam is going to enhance home entertainment, and help people to make the most of the Internet.” said Andrew Vought, Veebeam CEO.

In a world where individuals use the Internet on a daily basis to access unlimited entertainment options, but are limited by the small screen and sound of a laptop, Veebeam gives every broadband consumer the freedom to share their favorite content with others directly on their TV’s big screen. No other product on the market offers an equivalent high-quality experience at such an affordable price, enabling the consumer to maximize the investment in their laptop using their current TV.

In order to address consumer need, Veebeam is designed to allow users to play any TV shows and movies from popular streaming sites without restrictions. Aside from being content agnostic, the device is also built on industry standard technology and works on most modern PCs and Macs. The key features are:

- **Easy to use** – Just plug the Veebeam USB Antenna into a laptop’s USB port and it begins wirelessly streaming the desktop via the Veebeam receiver, which is connected to the TV. Depending on what’s being viewed, users can switch between ‘Screencasting’ mode, best for sharing websites or photos, and ‘Play-To’ mode, to enjoy highest video quality and the ability to multi-task.
- **Affordable** – Starting at \$99 USD / £99 GBP / €109 EUR, Veebeam lets users enjoy the big screen of their existing HDTV from their laptop.

- **Looks great** – Veebeam outputs up to 1080p video. Digital media files have never looked better on an HDTV.
- **Compatible** – Veebeam software works on laptops running Windows 7, Windows Vista, and Mac OSX 10.5 & 10.6.
- **Plays anything** – If a PC can play it, Veebeam can play it on a TV – anything from TV shows and movies streamed on Hulu, BBC iPlayer, and YouTube, to downloaded and user-generated video and personal photos.
- **Secure wireless USB** – Veebeam creates a secure point-to-point wireless connection between a laptop and a TV. Wireless USB is more powerful than traditional WiFi because it offers more bandwidth, better security and less interference in an in-room environment.

Veebeam can be ordered starting today via the company's three online stores (US, UK, Europe) which are accessible through www.veebeam.com. The product is available in two versions, Veebeam SD and Veebeam HD. Veebeam HD includes the same composite A/V outputs as the Veebeam SD but also includes HDMI, Digital Audio and 2 USB ports.

Availability and Pricing

Veebeam can be ordered in the United States, United Kingdom and Continental Europe from the company's website (www.veebeam.com), Amazon.com and Amazon.co.uk

- Veebeam SD | \$99 USD, £99 GBP (VAT included) & €109 EUR (VAT included)
- Veebeam HD | \$139 USD, £139 GBP (VAT included) & €149 EUR (VAT included)

- Ends -

For further information: www.veebeam.com

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ABOUT VEEBEAM

Veebeam Corporation is dedicated to bringing Internet video content to every TV. The company was created by the 2008 merger of Staccato Communications (San Diego, CA) and Artimi (Cambridge, UK), and has offices in Burlingame (CA), Cambridge (UK), and Bangalore (IN). Veebeam, Inc. is privately held and venture backed by leading technology investors including Amadeus Capital

Partners, Bay Partners, Formative Ventures, Intel Capital, Khosla Ventures, Oak Investment Partners and Vision Capital

The Veebeam team includes industry veterans with vast experience in bringing to market a wide array of consumer hardware - including wired and wireless Internet connectivity products. CEO Andy Vought is a 30-year veteran of semiconductor and technology companies, with a track record of building market leading businesses and successful teams.

About DEMO

Produced by the IDG Enterprise events group, the worldwide DEMO conferences focus on emerging technologies and new products innovations, which are hand selected from across the spectrum of the technology marketplace. The DEMO conferences have earned their reputation for consistently identifying cutting-edge technologies and helping entrepreneurs secure venture funding and establish critical business. For more information on the DEMO conferences, visit <http://www.demo.com/>.

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