



For Immediate Release

Contact: Alison Giella  
DBA Public Relations  
(212) 388-1400  
[agiella@dba-pr.com](mailto:agiella@dba-pr.com)

Daniel Graham, Monster Cable  
(415) 716-2795  
[dgraham@monstercable.com](mailto:dgraham@monstercable.com)

Marc Beckwitt  
(425) 896-6280  
[marc.beckwitt@digeo.com](mailto:marc.beckwitt@digeo.com)

**Monster iTV PowerCenters First in a Line of new Digital Television Network products that will provide consumers a huge leap forward in the digital television experience**

*-- Monster iTV® PowerCenters™ Will Convert Any TV Into a Network TV and More! With a Juke Box like FineTune, The Best Photo Management, Flickr, Family Games, Weather, News, Control TV, the Internet and Digital Media If Thats Not Enough, It protects Equipment With Clean Power and Surge–Via A Single Interface --*

**Las Vegas, NV, January 7, 2009** -- Monster, the world leader in the design and manufacturing of power conditioning and protection products, today announced the introduction of two **iTV PowerCenters™**. The iTV 1000 will be the first world's first PowerCenters with digital media management, Cable card with DVR functionality, Internet access, home audio/video control and distribution. Consumers will be able to augment their iTV1000 to true high definition multi-room media distribution by adding the iTV500 Power Center to other Television in the home. With embedded multiple tuners and simple network connectivity, users will be able to enjoy three streams of high definition 1080p content simultaneously throughout the home.

Monster iTV is the first in a line of Monster digital Multi-room media products that will enhance the television experience with the convergence of broadcast television, Media management, whole home AV distribution and home automation and control. Developed in alliance with Digeo, a leader and innovator in the world of cable television, set top boxes, and digital media recording, Monster's new iTV PowerCenters effectively quintuple the potential value of any flat-

-- more --

panel television by allowing consumers to instantly upgrade from simply watching disc-based media and broadcast television to enjoying full digital media integration and management, Internet connectivity. iTV PowerCenters make all these features incredibly easy to access and use with an interface that integrates right into the TV experience.

### **Integrating Digital Media and Home Automation with Cable TV**

The key to the breakthrough functionality and ease-of-use of Monster's iTV PowerCenters is Monster's new MyOS control system, which is powered by the MOXI<sup>®</sup> platform.

The MOXI<sup>®</sup> platform enables users to access a host of digital media content such as pictures, movies, games and music—all via the MOXI Emmy<sup>®</sup> award-winning graphic user interface.

MOXI software works in conjunction with Monster MyOS, to seamlessly integrate digital media and home automation within the TV experience, unlike other solutions which require a myriad of separate devices and control interfaces to accomplish this.

### **Built-In Advanced DVR Solution**

The Monster **iTV PowerCenter 1000** with DVR functionality includes a one terabyte hard drive for recording, pausing and even skipping ahead with live television. It also features dual CableCard tuners. The second lower cost **iTV PowerCenter 500** can be added to other televisions so users can access the iTV 1000's recorded media on other TVs in the home. Both the 500 and 1000 models can be used as standalone units adding full Digital Media Management, distribution and control to any Digital Television with or without a computer in the network.

Noel Lee, The Head Monster, stated: “The Monster iTV PowerCenters mark a huge step in the evolution of Monster’s PowerCenters. Monster’s iTV PowerCenters are the first CE product that successfully merges CE/IT Convergence, Home Automation, and Digital Media with Simple Cable TV. By creating a system that is easy to set up. Monster has engineered a unique system that allows everyone from the average consumer to an installation professional to connect and engage the rich experiences of Monster networked iTV PowerCenters. For the average consumer, Monster’s iTV will truly add tremendous networked entertainment value to any Digital Television.”

Monster will focus its efforts on marketing the iTV product line to both retail and assisted delivery channels.

The Monster iTVs are expected to ship on June 1, 2009

Monster **iTV PowerCenter 1000**: Retail: \$1,699.95

Monster **iTV PowerCenter 500**: Retail: \$899.95

###

**ABOUT MONSTER**

Monster is celebrating its 30th anniversary in 2009. The company was founded by Head Monster Noel Lee with a commitment to creating products under the Monster Cable® brand to literally “make music sound better.” Today, Monster has grown and diversified to become the world's leading manufacturer of connectivity solutions for high-performance audio, video, car audio, computer, console and computer gaming, as well as a leading innovator in the field of iPod® and iPhone™ accessories and professional audio and sound reinforcement. Additionally, under its Monster Power® brand, the company is the leading manufacturer of high-performance AC power line conditioning and protection products for audio/video systems. Explore the world of Monster at [www.monstercable.com](http://www.monstercable.com).

**ABOUT DIGEO**

Digeo, Inc., a Paul Allen-backed company, provides premium home entertainment products including digital video recorders (DVR). The company's mission is to enable the best consumer experience in high-definition entertainment for the connected home. The company's flagship product – the Moxi® HD DVR with Emmy® award-winning menu and features – serves as the hub for whole-home distribution of digital entertainment. The Moxi platform empowers consumers to discover, experience and share high definition media, including TV, movies, music, games, photographs and video. The Moxi HD DVR is available to consumers through retail distribution. Moxi products are also available through cable providers, with nearly a half million units deployed to U.S. households to date. Digeo continues to innovate and provide Moxi solutions to the cable industry and retail consumers. To learn more, please visit [www.moxi.com](http://www.moxi.com).

Digeo, Moxi, and their respective logos are the trademarks of Digeo, Inc. Use of the trademarks and service marks of the National Television Academy (“NTA”), including the mark EMMY®, requires the prior express written permission of National Television Academy. All other marks are the property of their respective owners.