



PRESS RELEASE

## **AMERICA ONLINE AND D-LINK ANNOUNCE ALLIANCE TO OFFER EXPANDED ENTERTAINMENT OPTIONS FOR THE DIGITAL HOME**

Taipei, January 8, 2004

D-Link, the global leader in the design and development of connectivity and communications technologies for the digital home and the small to medium business markets, and America Online, Inc., the world's leading interactive services company, today announced a new alliance to jointly offer expanded entertainment options for the Digital Home. The companies are collaborating to develop and deliver products and services that will allow broadband consumers to access secure, high-quality video, music and photo content, on-demand, from virtually any room in the home.

In the first step of this new relationship, D-Link and AOL are extending access to the #1 Internet broadcasting service, Radio@AOL, beyond the computer and into any room with a TV or stereo. A new line of D-Link Wireless Media Players, including the Wireless Network Player with DVD and the D-Link Wireless Network Player with 5-in-1 Flash Card Reader stream multimedia content such as audio, photos and video across a home network to a home entertainment center for an unparalleled entertainment experience. The D-Link Wireless Media Players will immediately enhance and extend an AOL for Broadband member's experience by allowing them to listen to over 175 CD-quality Radio@AOL stations on any TV or stereo in the home. D-Link and AOL are also working together to extend AOL's popular You've Got Pictures in the same way, allowing AOL for Broadband members to view their personal photos and slideshows, and exclusive photos from AOL's various photo galleries by using the AOL You've Got Pictures service on any TV in the home.

In addition to the product and service alliance described above, D-Link and AOL are also working together to provide valuable digital home services for users of D-Link products who are not current AOL for Broadband subscribers. AOL and D-Link plan to offer purchasers of D-Link Wireless Network Media Players a 6-month limited trial subscription to the Radio@AOL service allowing them to enjoy the #1 Internet broadcasting service for six months at no additional cost.

A sneak peek of the new D-Link Wireless Network Players featuring AOL content will be on display January 8-11 at the D-Link booth number 21865 in the South Hall of the Consumer Electronics Show at the Las Vegas Convention Center.

"We feel this is an excellent combination of product offerings that work together to create a terrific value for consumers," said Steven Joe, President and CEO of D-Link. "We are pleased to form this new alliance with America Online to incorporate advanced broadband entertainment into our consumers' daily lives."

"D-Link seemed the natural choice to work with to offer consumers AOL's great line of entertainment services for the digital home," said Peter Ashkin, Executive Vice President of America Online, Inc. "We are very pleased to be able to present Radio@AOL and You've Got Pictures on D-Link's digital home products, and we



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look forward to continuing to work with such an innovative company to extend AOL services beyond the PC."

"The alliance between America Online and D-Link is indicative of the next step in the progression of broadband technology for home users," said Michael Wolf, Director, Enterprise and Residential Communication, In-Stat/MDR. "Streaming entertainment content over a network to and from the entertainment center will continue to gain momentum in 2004."

AOL is leveraging open standard technologies, such as SOAP/XML and the Liberty Alliance specifications, to allow third-party applications to easily access and interact with AOL's online services. This approach allows D-Link's Wireless Media Player customers to stream AOL multimedia content, beginning with Radio@AOL and You've Got Pictures, from the home broadband connection to the living room where it can be experienced through a home entertainment system. D-Link's easy-to-use, television-based user interface will make it easy to access and control the AOL services with the included D-Link remote control.

Radio@AOL and Radio@AOL for Broadband are two of AOL's leading Internet radio services under the AOL Radio@ Network, which also includes Radio@Netscape. The AOL Radio@ Network is the #1 Internet Broadcaster far surpassing its rivals in terms of overall usage and usage of individual stations, according to Arbitron Internet Broadcast Ratings. AOL's Radio@ Network transforms the conventional Internet radio experience by offering convenient 24/7 access to a vast selection of original and third party programming, contextual information and integrated commerce. The AOL Radio@ Network currently offers 175 best-of-breed music, news, sports, entertainment and seasonal stations, as well as features from today's hottest stars and most respected names in broadcasting. The You've Got Pictures service allows users to easily find, file and share photos from AOL or from their personal digital photo library on their computer.

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### **AOL和D-LINK宣佈策略結盟提供數位家庭娛樂整合服務**

全球性網路領導品牌D-Link今(1/7 US date)宣佈與美國最大的ISP業者AOL策略結盟，將提供全方位的數位家庭娛樂服務。這項合作開發將提供寬頻使用者以安全的機制享受優質錄影、音樂和相片內容的產品和服務，並透過無線網路傳遞技術突破家庭格局限制。

這次合作的第一步，D-Link和AOL將率先提供名為「Radio@AOL」的網路傳播技術，使用者可以透過電腦以外的家庭多媒體設備如電視或音響，連結至家中任何一個角落。這款D-LINK全新發展的無線多媒體播放裝置，包括無線網路及DVD播放功能，此外還內建五合一讀卡機藉以串聯各種多媒體內容譬如聲音、影像、相片和錄影等，以建構家庭網路娛樂中心的概念提供消費者不同以往的娛樂體驗。現在透過D-LINK提供的無線多媒體播放裝置可立即提昇AOL寬頻用戶家庭的影音設備等級，透過家中的收音機、音響等設備收聽到由Radio@AOL所提供的網路影音服務，使用超過175張CD的影音資料庫。其中AOL最受歡迎的「You've Got Pictures」網路相簿服務，日後也只要在電視上就能觀賞。

D-Link北美區總裁Steven Joe表示：「這次的策略結盟是雙方優異技術的結合，透過這樣的組合，D-Link與AOL共同為消費者創造新的消費價值！並引領更先進的寬頻娛樂到消費者的日常生活。」AOL的行政副總裁Peter Ashkin也指出：「此次AOL與D-Link合作是最佳的組合，我們將致力提供消費者最優質的家庭網路娛樂服務，讓數位家庭的娛樂應用超越傳統個人電腦的限制！」

美國研究機構 In-Stat/MDR 企業住宅通信部負責人 Michael Wolf 亦指出：「觀察此次 AOL 與 D-Link 的策略結盟意義，網路家庭數位娛樂中心的整合應用，2004 年勢將持續發燒！」

※如需其他資訊，請至本公司網站瀏覽 <http://www.dlink.com.tw/lr>

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