



**Contact:**

RVU Alliance

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FOR IMMEDIATE RELEASE

## **RVU™ Technology On Display at CES2010**

***RVU Alliance Members Airgain, Broadcom, Entropic, Samsung, STMicroelectronics and Zoran will be Demonstrating the RVU Remote User Interface Technology at CES2010***

**LAS VEGAS, Nev. – 2010 International CES – January 5, 2010** – The RVU Alliance announced today that Airgain, Broadcom, Entropic, Samsung, STMicroelectronics and Zoran will be demonstrating the pixel-accurate RVU Remote User Interface (RUI) technology at CES 2010.

“The fact that the RVU technology has already been integrated onto a variety of hardware platforms is evidence of how straightforward it is to adopt,” said Henry Derovanessian, chairman of the RVU Alliance board of directors. “We are proud that so many RVU member companies are already showing RVU technology implementations at CES2010, and look forward to consumer product deployments beginning later in 2010.”

CES 2010 attendees interested in viewing the RVU technology are encouraged to contact any of the following RVU members directly and request invitations to viewings. One of the demonstrations, from Entropic Communications, can be seen right on the show floor at South Hall 30533 during regular CES exhibit hours. RVU Technology demonstrations are as follows:

**-more-**



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Company:	Airgain Inc.	Broadcom Corporation
Demo Location:	Hilton Hotel East Tower 471*	South Hall 35679MP*
Contact:	Glen Serbo 714 336-5220 gselbo@airgain.com	Dana Brzozkiewicz 949 202-7505 danabrz@broadcom.com
Company:	Entropic Communications	Samsung Electronics
Demo Location:	South Hall 30533	Meeting Room N241*
Contact:	Jeff Phillips 760 707-7758 Jeffery.Phillips@entropic.com	Rich Long 973 494-6115 r.long@samsung.com
Company:	STMicroelectronics	Zoran Corporation
Demo Location:	Hotel Private Suite*	Meeting Room N120*
Contact:	Chris Lien 858 380-6155 christopher.lien@st.com	Itamar Gold-Gavriely 408 203-3561 Itamar.Gold-Gavriely@zoran.com

\* Demonstrations located in private viewing areas, please contact the RVU member

**About RVU Alliance**

The RVU Alliance is an Oregon-based non-profit mutual benefit corporation formed to develop a specification for the new RVU technology including a full-featured "pixel accurate" Remote User Interface (RUI). Founding Promoter members are Broadcom, Cisco, DIRECTV, Samsung and Verizon. Promoter members are Active Video Networks, AT&T Labs, Entropic, Humax, JetHead Development, LG Electronics, Motorola, NXP, Pace, Solekai Systems, STMicroelectronics and Thomson. The RVU Alliance complements and benefits existing industry interoperability initiatives and underscores its founders' commitment to the sharing of digital content in the connected home. For more information please visit [www.rvualliance.org](http://www.rvualliance.org).

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