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Press release

Motama's software technology will be used in future digital home entertainment products from Bang & Olufsen

Bang & Olufsen and Motama announce long-term cooperation

Bang & Olufsen is known as one of the word leaders in high-end products, such as music systems, loudspeakers, televisions, home theater solutions, and telephones. In particular, the Danish company has a long tradition of providing one of the finest and most complete home entertainment experiences for users, combined with new and innovative features.

After an extensive review of the market, Bang & Olufsen has now chosen Motama as its competence partner to provide key software technology for its future products for digital home networks. With its Network-Integrated Multimedia Middleware (NMM), Motama offers a unique and powerful approach to digital media networking that provides the innovative features and high quality required for Bang & Olufsen's distinctive high-end consumer products.

The NMM technology enables full control and seamless networking across any number of media devices distributed within the home network and beyond. With NMM, existing devices can be combined to form new "virtual" devices, where media streams received by one device can be presented simultaneously and fully synchronized on any other device or group of devices within the network.

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Motama GmbH

Motama is specialized in designing and developing distributed and networked multimedia systems – spanning from embedded and mobile systems, to PCs, to large-scale computing clusters. The company's key technology provides a ground-breaking new software solution – called Network-Integrated Multimedia Middleware (NMM) – that drives innovative products for home entertainment, building technologies, content distribution, and other application areas. Motama's middleware technology operates cross-platform. Arbitrary networking technologies and various operating systems are supported, which allows for running NMM based solutions on commodity Windows PCs, as well as on embedded systems, such as mobile phones, personal digital assistants (PDAs), or set-top boxes using Linux or other operating systems. Founded in Saarbrücken, Germany, in 2005 as spin-off company from Saarland University, Motama today offers commercial and Open Source versions of its software. Further information about Motama is available from www.motama.com

Bang & Olufsen a/s

Founded in 1925 in Struer, Denmark, Bang & Olufsen a/s is world renowned for its distinctive range of quality consumer electronic products that represent our vision: Courage to constantly question the ordinary in search of surprising, long-lasting experiences. The Bang & Olufsen Group manufactures a unique range of televisions, music systems, loudspeakers, telephones and multimedia products. The company has approximately 2,500 employees and the products are sold in more than 100 countries worldwide. The turnover for the 2006/2007 financial year was DKK 4,376 million (EUR 588 million). Further information about Bang & Olufsen a/s is available from www.bang-olufsen.com

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