



## **ZeeVee's ZvBox Featured in Emerging Technology Pavilion at CONNECTIONS Trade Show**

***Breakthrough Consumer Electronics Device That Enables Watching Internet TV on HDTVs Available for Pre-Order at Amazon.com and ZeeVee.com***

**Santa Clara, CA, June 24, 2008** — ZeeVee Inc. announced today that its pioneering ZvBox™ will be featured in the Emerging Technology Pavilion at the CONNECTIONS™ trade show this week (Santa Clara, CA June 24-26). Sponsored by the Consumer Electronics Association (CEA) and Parks Associates, the CONNECTIONS Emerging Technology Pavilion highlights the latest digital lifestyle technologies and services that are shaping the future of the industry. ZeeVee also announced the July 1 opening of the “Zv Store” at <http://www.zeevee.com/store>. The ZvBox Zv-100 bundle, including everything required to create a private high-definition television channel of everything on your computer and the Internet, can be ordered here. Over time other Zv accessory devices and applications that enhance the viewing experience will be added to the Zv Store. The ZvBox Zv-100 bundle is also available for pre-order at Amazon.com (<http://www.amazon.com/gp/product/B0018L7NUA>).

Launched on May 1, ZeeVee's new ZvBox is the first device that allows consumers to watch anything they can get online or on their computers on all the HDTVs in their homes. By simply connecting to the monitor output of the computer, ZvBox turns the computer screen into a new high-definition TV channel called Zv, which it then “localcasts” across the existing cable wiring to all HDTVs in the home.

CONNECTIONS, attended by over 1,000 executives from converging industries developing products and services for consumers, is the premier executive event focused on the market developments and growth factors for advanced digital lifestyle solutions. **ZeeVee is demonstrating ZvBox in booth #217.** In addition, ZeeVee Vice President of Marketing Brian Mahony will be speaking on two panels on Thursday, June 26:

- “Emerging Technology Showcase,” 12:15-1:15 PM in Exhibit Hall A.
- “Place Shifting and Content Storage: Moving the Value of the Network Upstream,” 2:15 - 3:15 PM in Grand Ballroom G.

### **Pricing and Availability**

Priced at \$499, ZvBox is being offered as a bundle including the ZvRemote and Zviewer and is now available for preorder at Amazon.com's Electronics store (<http://www.amazon.com/gp/product/B0018L7NUA>) and starting on July 1 at ZeeVee's Zv Store (<http://www.zeevee.com/store>). ZvBox will be shipped to customers on July 31, 2008, its newly scheduled release date.

**About ZeeVee**

ZeeVee Inc. is the creator of ZvCast™ technology for localcasting anything a computer can do to all the HDTVs in the home. The company's ZvBox™ is freeing TV viewers from traditional hardware, content and scheduling constraints, and opening HDTVs to the universe of Internet and computer video and applications. Through the creation of a new high-definition channel called "Zv" that is localcast from ZvBox across the home's existing coaxial cable wiring, ZeeVee's technology allows for a more content-rich, interactive, and enjoyable entertainment experience from the comfort of the couch. For more information, visit <http://www.ZeeVee.com>.

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