

Hillcrest Labs Offers HōME Reference Kit to Simplify Product Development for Corporate Customers

Kodak Licenses HōME™ and Freespace™ for new KODAK Theatre HD Player

September 17, 2008 – Rockville, Md. – Hillcrest Labs today introduced a new HōME™ Reference Kit (HRK) today for companies and service providers that want to develop their own devices which utilize Hillcrest Labs' core technologies. This complete solution "in-a-box" offers both HōME and Freespace™ together in a high-end set-top-box that enables developers to prototype and build digital media applications that can be controlled by pointing.

Hillcrest's HōME application creation software allows digital content from any source to be displayed on a television using a graphical, zoomable user interface that can be embedded in a wide range of consumer electronic devices. Hillcrest's Freespace technology enables CE manufacturers and service providers to embed pointing and motion control into a wide range of form factors, including TV remote controls, game controllers, and PC accessories.

Previously, companies licensed HōME and Freespace separately and then developed products using their own hardware. For example, Freespace is used in the highly acclaimed Logitech® MX Air™ Mouse for PCs; Universal Electronics Inc. (UEI) has licensed the technology for advanced television remote controls; and other undisclosed companies have licensed Hillcrest's technologies for additional product implementations. With the HRK, corporate customers now have a new option to purchase a preassembled hardware solution, with embedded HōME and Freespace software, on which to create new products.

HōME Reference Kit (HRK)

The HRK comes pre-loaded with Hillcrest's unique HōME application suite which includes: photo and personal video management, personal music management, games, broadband media, and more. Since HōME is an open application creation platform, the HRK is also available with a software development kit (SDK) which developers can use to build applications that utilize Hillcrest's unique Zoomable Markup Language (ZML). Programmers familiar with developing standard HTML web pages can easily develop applications with Hillcrest's ZML since both use Javascript and are structured similarly. The HRK also includes Hillcrest's iconic Loop™ remote control embedded with the company's Freespace technology. The HRK is now available to corporate customers and product designers starting at \$500 for the Standard Edition and \$1500 for Developer Edition that includes the SDK.

KODAK Theatre HD Player

Hillcrest also disclosed today that Eastman Kodak Company (NYSE: EK) was the first to license both HōME and Freespace technologies for use together in a consumer product. The imaging leader is using the software in its newly introduced KODAK Theatre HD Player, which will be available in the U.S. later this month. "It is important to Kodak to partner with innovative companies that complement Kodak technologies," said Julie Gerstenberger, Kodak's Director of External Alliances and Vice President, Office of the CTO. "Hillcrest Labs' unique 3-D like applications and motioncontrol technology offer compelling advantages, and we're pleased to have licensed its technologies."

"As one of the worlds' most well-known and respected brands, Kodak has played a historic role in the evolution of personal media for millions of consumers," said Dan Simpkins, CEO and Founder of Hillcrest Labs. "We're honored to have Kodak as a business partner and we look forward to working with them in the months ahead."

For more details about Hillcrest's HRK or Hillcrest Labs, visit www.hillcrestlabs.com.

About Hillcrest Labs

Hillcrest Laboratories (a.k.a. Hillcrest Labs) sells an application creation platform called HōME™,

which enables consumer electronics manufacturers and service providers to create unique interactive digital media products for TV and other digital media devices. Applications made with HōME are controlled by pointing and provide consumers an intuitive way to browse, discover, and interact with large volumes of digital media. Hillcrest Labs' pointing technology, called Freespace™, can be used in a wide range of consumer devices including remote controls, PC mice, and game controllers. The company's iconic reference device is the Loop™ – a pointerbased TV remote that uses just two buttons and a scroll wheel. HōME and Freespace have received numerous awards including the CES Innovations Award and Popular Mechanics' Editors Choice. Based in Rockville, Maryland, Hillcrest Labs was founded in 2001 by Dan Simpkins. The company is funded by NEA, AllianceBernstein, Columbia Capital, and Grotech Ventures. For additional information, visit www.hillcrestlabs.com.

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