

## Hillcrest Labs Tapped by ZillionTV for User Interface and Next-Generation Remote Control

*ZillionTV to License Hillcrest's HōME™ and Freespace®*

April 20, 2008 – Rockville, Md. – Hillcrest Labs announced that ZillionTV Corporation ([www.zilliontv.tv](http://www.zilliontv.tv)) has licensed its technology for both the visual user interface and the remote control for its new ZillionTV™ Service, a breakthrough television entertainment service that gives viewers instant, subscription-free access to television shows and movies – all on-demand and streamed directly to their television set. By licensing Hillcrest's Freespace® technology, ZillionTV is developing its own innovative motionsensing ZillionTV™ Remote Control for use with television. ZillionTV has also licensed Hillcrest's HōME™ media system to develop its own intuitive, easy-to-use on-screen interface, called the VUI™ Experience, which features intelligent multi-dimensional search to help viewers instantly find shows or discover new programs by genre, actor, year, subject matter and more.

“The ZillionTV Service is all about consumer experience and putting the viewer in control,” said Mitchell Berman, CEO, ZillionTV Corporation. “With Hillcrest's interactive media system and pointing technology, we're creating a highly differentiated and engaging user experience for ZillionTV viewers.”

“We are very proud to provide ZillionTV with technology that enables them to deliver on the promise of personalized TV,” said Dan Simpkins, CEO of Hillcrest Labs. “We share a common vision that consumers need a simple, intuitive way to find and interact with digital media in the home, and we are excited to support ZillionTV in their efforts to bring this new service to market.”

Hillcrest's HōME interactive media system for TV 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.

Multiple consumer electronics companies now license Hillcrest's award-winning technology, including Eastman Kodak Company, Logitech, Universal Electronics Inc. and now ZillionTV Corporation.

The ZillionTV Service is a first-of-its-kind personalized television platform that puts consumers in control, providing instant, subscription-free access to an extensive entertainment library of new and classic TV shows, movies, sports, music and more from Hollywood studios and TV networks – all on-demand and delivered directly to the television set. All that's required to start watching is a common high-speed Internet connection, the ZillionTV™ Device and innovative motion sensing ZillionTV™ Remote Control, and a TV.

For more details about Hillcrest Labs, visit [www.hillcrestlabs.com](http://www.hillcrestlabs.com). For more details about ZillionTV, visit [www.zilliontv.tv](http://www.zilliontv.tv).

### **About Hillcrest Labs**

Hillcrest Laboratories (a.k.a. Hillcrest Labs) sells an interactive media system for TV 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](http://www.hillcrestlabs.com).