



METROLOGICAL AND CONCEPTRONIC TO LAUNCH YUIXX AT DUTCH ANNUAL MEDIA CONGRESS

TOMORROW'S MEDIA EXPERIENCE IS HERE IN HOLLAND TODAY

Hilversum, Netherlands, June 9th 2010

Metrological Media Innovations, a member of the Intel® Consumer Electronics Network, and 2L Alliance, an international supplier of media and connectivity products, are officially presenting the new YuiXX MediaPlayer on June 9th at the Mediapark Jaarcongres.

The "Mediapark Jaarcongres" is the annual summit for the Dutch media industry, organized for the third time by iMMovator Cross Media Netwerk, the Media Academie and Beeld & Geluid. This rapidly growing national media event will be staged in Studio 21, at the Mediapark in Hilversum, the centre of the Dutch broadcasting industry.

YuiXX is a new hybrid 2-way Home Media Device, which considerably enhances the consumer's TV experience. Whilst watching conventional linear television, TV viewers are able to simultaneously access an extensive range of additional next generation, web-based multimedia applications and personal media stored elsewhere in the consumer's home network.

YuiXX is powered by Metrological's Metroconnect Operating System and based on the powerful Intel® CE Media Processor, a new family of purpose-built System on Chips (SoCs) for the Consumer Electronics market, which ensures consumers to have the highest quality experience available on content delivered over the Internet.

The YuiXX brand is owned by Dutch based 2L Alliance and marketed by Conceptronic, www.yuixx.com and was developed and created by partnering with two other Dutch companies, hardware manufacturer Prodrive, www.prodrive.nl and Metrological Media Innovations, being the total integrator. The unique collaboration between the three companies has resulted in a 100% Dutch product, which clearly demonstrates Dutch excellence in creating innovative next generation consumer electronics products.

The YuiXX enables Media Service Operators (such as cable TV companies, IPTV providers and Internet Service Providers), content owners and retailers, to deliver branded tailor-made Over-The-Top Home Entertainment Media services, based on standard TV Widget technology. Consumers are finally able to view content of their liking on TV, at the time they choose to do so. *"For YuiXX users, the time that there's "nothing on TV tonight" will soon be over, as we are rapidly expanding our widget catalogue with content from all over the world to be accessed, by simply clicking the remote control"*, commented Albert Dahan, co-founder and CTO of Metrological.

"Due to our multi-year experience in international retail markets and with the assistance and expertise of Metrological, we have been able to create a powerful YuiXX Media Widget. This specifically designed media application enables consumers to view all of their personal media, stored elsewhere in the home network, on TV. Most current connected TV solutions to access one's own personal media are limited to DLNA only and heavy users will be delighted to see that we have also implemented protocols like Samba, NFS and real-time access", states Kjeld Beijer, director Marketing and development at 2L Alliance.

YuiXX, is to expand its total content offering continuously and is proud to announce that the media player will initially be launched with among others, content from Dutch public broadcasters, BNN (BNN Radio), Avro Television (Avro Klassiek TV) and NOS (NOS Journaal and NOS Nieuws).



Berend Jan Verheijen, head of BNN New Media says: *“Regarding the launch of YuiXX, we emphatically decided to first release a BNN 3FM Radio Widget. Most discussions about the implementation of cross-medium activities are only focused on combining internet with television and vice versa, which is sometimes a shame, because programs like “De Coen en Sander show” and “Timur” are perfectly positioned to implement a range of cross-medium applications. One should think about the simultaneous airing of the 3FM webcam during the live radio broadcast of the Coen en Sander Show, the synchronized display of the Mama Appelsaps during Timur or showing artist background information, whilst playing their music titles. With this widget users can both actively and passively enjoy all the content that BNN has to offer. BNN Visual Radio has finally become reality.”*

The new YuiXX Mediaplayer will be made available to consumers throughout the Netherlands, in the coming weeks and will initially be distributed through retail chains, such as Wehkamp, Mediamarkt and Dynabyte. Following the launch in the Netherlands, Conceptronic will start the distribution of YuiXX in Spain, Portugal, Belgium, France and Italy.

ABOUT



Metrological Group, founded in 2003, is headquartered in Rotterdam, The Netherlands. The company focuses on the development and implementation of innovative hardware and software products. Its subsidiary Metrological Media Innovations specializes in media technology for both the “business to business” and “business to consumer” market. In 2009 the company introduced Mediaconnect TV, a next generation generic open media platform, based on the Intel® CE Media Processing technology and powered by the Metroconnect Operating System. Metrological enables Media Service Operators, content providers, equipment manufacturers and retailers, to deliver branded tailor-made Over-The-Top Home Entertainment Media services, by offering a white labeled end-to-end media platform, based on standard TV Widget technology. To learn more about Metrological’s products please visit www.metrological.com



2L Alliance (2L) is an experienced international supplier of solutions in the field of networking, media & connectivity products. Since 1989, 2L has built a global network of distributors and resellers. 2L has its headquarters in The Netherlands and offices in Madrid, Barcelona, Milan and Taipei. The organization distinguishes itself in various markets with the brand names Conceptronic, Grab'n'GO, YuiXX and Abbraccio.

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