

## **Alereon, Intel and Kodak Showcasing Wireless USB Transmission of Photos at IDF**

### **First public demonstration of multiple silicon solutions interoperating together**

SAN FRANCISCO – Sept. 28, 2006 – Alereon, Inc., providing ultrawideband (UWB) technology for mobile solutions based on Certified Wireless USB from the USB-IF, is working with Intel Corporation and Eastman Kodak Company to demonstrate the swift, wireless transmission of photos – from the digital camera to the PC – at the Intel Developer's Forum (IDF), currently underway in San Francisco's Moscone Center West at Alereon's booth 942 .

For the demonstration, a user will shoot photos using a Kodak EasyShare digital camera embedded with Alereon's AL4000 Wireless USB solution, then immediately download those photos to a PC for viewing via an Intel Wireless USB Host dongle solution containing the Intel® Wireless UWB Link 1480 Media Access Controller (MAC) and Alereon's AL4000 PHY (Physical Layer). The dongle is a small hardware device that allows existing electronic equipment to add new technologies.

"This is one of the first public demonstrations of two vendors' silicon solutions interoperating in a typical user scenario," said Eric Broockman, Alereon CEO, regarding the company's collaboration with Intel. "With the same easy-to-use, plug-and-play model as standard USB, with speeds up to 480Mbps, and with ten times the power efficiency of WiFi, Wireless USB is destined to be the technology of choice for convenient, wireless, connections to PCs, digital cameras, and future cell phones."

"We're committed to bringing the benefits of wireless connectivity to more consumers through technologies such as Intel's UWB Host solutions based on Certified Wireless USB," said Ganesh Prasad, Intel's General Manager of UWB Networking Operations. "Demonstrating the wireless transmission of photos from the camera to the PC offers a vision for the unwired future."

"As customer demand continues to grow for unique applications, we are dedicated to differentiating our products in powerful ways," said John Blake, General Manager of the Digital Capture Group at Kodak. "Kodak raised the bar by introducing wireless technologies such as Bluetooth and WiFi to the digital camera market and continues to exemplify that leadership with today's Wireless USB demonstration showcasing creative innovation using new high speed wireless technology."

## About Eastman Kodak Company

Kodak is the world's foremost imaging innovator, providing leading products and services to the photographic, graphic communications and healthcare markets. With sales of \$14.3 billion in 2005, the company is committed to a digitally oriented growth strategy focused on helping people better use meaningful images and information in their life and work. Consumers use Kodak's system of digital and traditional image capture products and services to take, print and share their pictures anytime, anywhere; Businesses effectively communicate with customers worldwide using Kodak solutions for prepress, conventional and digital printing and document imaging; Creative Professionals rely on Kodak technology to uniquely tell their story through moving or still images; and leading Healthcare organizations rely on Kodak's innovative products, services and customized workflow solutions to help improve patient care and maximize efficiency and information sharing within and across their enterprise.

More information about Kodak (NYSE: EK) is available at [www.kodak.com](http://www.kodak.com).

## About Intel Corporation

Intel, the world leader in silicon innovation, develops technologies, products and initiatives to continually advance how people work and live. Additional information about Intel is available at [www.intel.com/pressroom](http://www.intel.com/pressroom).

## About Alereon, Inc.

Alereon, Inc. is a fabless semiconductor company using revolutionary ultrawideband (UWB) radio technology to develop high-bandwidth, low-power, low-cost Wireless USB and WiMedia UWB chipsets that are ideal for today's portable products, like digital cameras, mp3 players and cell phones. Our mission is to replace the complex tangle of wires that interconnect today's electronic devices with wireless links. For more information, visit <http://www.alereon.com>.