

D-LINK Debuts Boxee Box at CES 2010

Networking pioneer and popular entertainment software create the best way to get the free entertainment the Internet has to offer with no monthly fee

LAS VEGAS, CES Booth 36232, South Hall, LVCC, Jan. 5, 2010 - D-Link made lots of geeks and early adopters happy today by introducing the revolutionary Boxee Box by D-Link, winner of the CES Best of Innovations award in the Home Entertainment category.

The Boxee Box by D-Link reinterprets what TV should be. The Boxee Box delivers movies, TV shows, music, and photos from a user's computer, home network, and the Internet to their HDTV with no PC needed. Additionally, Boxee's core social features make it easy for friends to discover new content from each other through social networks like Facebook, Twitter, and more.

Internet Entertainment

Boxee is a popular PC, Mac, and Linux software program that lets users watch hundreds of thousands of popular TV shows and movies. Instead of sifting through millions of confusing Web sites, when users search on Boxee, TV shows and movies are delivered to them with the click of a remote control. Nearly a million Internet users around the world have already downloaded Boxee to enjoy their online entertainment.

The Boxee Box by D-Link takes the same popular software and offers it up as a great device -- the perfect companion to a high definition TV. The Boxee Box by D-Link provides access to more than just traditional TV content. It includes a huge library that spans the Internet, such as university courses, panel discussions, academic lectures, presentations, web-only videos and more from TED, Stanford, FORA.tv, Kid Mango, Next New Networks and others. Boxee also makes it easy for users to add their own favorite entertainment sources with simple RSS or XML feeds available for most online video.

In addition to video content, Boxee users can access great music from sites like Pandora, last.fm, shoutcast, and We are Hunted as well as stunning photos from sites like flickr, Picasa and Facebook.

Personal Entertainment

For entertainment lovers who have built their own collections of digital media stored on their computer hard drive or home network, Boxee automatically identifies their content and downloads relevant cover art, synopses, reviews, subtitles, lyrics and more. This feature turns boring files and folders into beautiful media libraries that make it simple and appealing to navigate a collection of favorite movies, TV shows,

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Published on Electronic Component News (<http://www.ecnmag.com>)

and playlists with a simple remote. Furthermore, the Boxee Box by D-Link has extensive format support (see below) which ensures that when users hit the play button, they get instant gratification, with no need to download codecs or drivers. Also, with built-in 802.11n Wi-Fi support, it can transfer files without delay and from longer distances within a user's home.

Social Features

The Boxee Box by D-Link keeps people connected with social features to help users discover new content from friends, experts, and tastemakers.

The first step to discovery is sharing, and Boxee makes this easy by letting people recommend any playing content to friends. Additionally Boxee automatically uses recommendations from a user's Twitter and Facebook friends so they can find new content and instantly enjoy it on the big screen. Since anyone can build on top of Boxee's open App platform, users can craft their own truly custom experience by creating or downloading plug-ins, add-ons, games, and more.

"We are pleased to partner with Boxee and to be the first with such a ground-breaking device," said Nick Tidd, vice president of sales of D-Link Pan America and vice president of marketing for D-Link North America. "This powerful device with its unique form factor truly leverages Boxee's service and is the best way for consumers to quickly access the growing volume of Internet content, organize it and stream it to their TVs and home entertainment centers."

"D-Link's successful track record in bringing to market, award-winning digital home networking products, and its global marketing, distribution and channel sales capabilities made them a great fit for our first hardware vendor." stated Andrew Kippen, vice president of marketing for Boxee, "The Boxee Box by D-Link gives consumers what they want - an easy way to watch Internet or personal entertainment in their living rooms with a simple set-top box that costs under \$200 and has no monthly fees."

The Boxee Box by D-Link is scheduled to ship in the first half of 2010 through the company's vast network of retail and e-tail outlets, and at D-Link's online store, www.dlinkshop.com.

Supported Codecs & Formats

Boxee can be used to play/view practically all common multimedia formats, including:

VIDEO:

Adobe Flash 10.1
H.264 (MKV, MOV)
VC-1
WMV
MPEG-1
MPEG-2
MPEG-4
AVI
Xvid
Divx

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PCM/LPCM

VOB

AUDIO:

MP3

WMA

WAV

AIFF

FLAC

AAC

DTS

Dolby Digital

Ogg Vorbis

PHOTO:

JPEG

TIFF

BMP

PNG

About D-Link

D-Link is the global leader in connectivity for small, medium and large enterprise business networking. The company is an award-winning designer, developer and manufacturer of networking, broadband, digital electronics, voice, data and video communications solutions for the digital home, Small Office/Home Office (SOHO), Small to Medium Business (SMB), and Workgroup to Enterprise environments. With millions of networking and connectivity products manufactured and shipped, D-Link is a dominant market participant and price/performance leader in the networking and communications market. D-Link Systems, Inc. headquarters are located at 17595 Mt. Herrmann Street, Fountain Valley, CA, 92708. Phone (800) 326-1688 or (714) 885-6000; FAX (866) 743-4905; Internet www.dlink.com.

About Boxee

Boxee is the first "social" media center, whose free, downloadable software and enabled devices are changing the way consumers experience home entertainment. On a computer or on a dedicated device connected to an HDTV, boxee gives users a simple way to bring all their entertainment into one place including personal movies, TV shows, music and photos, as well as streaming content from websites like Netflix, MLB.TV, Pandora, Last.fm, and flickr. Users can also share information about what they're watching so friends can enjoy it too through legal sources online. Nearly a million people use Boxee to get their entertainment. Learn how you can join them at www.boxee.tv.

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Published on Electronic Component News (<http://www.ecnmag.com>)

Source URL (retrieved on 07/23/2014 - 8:24am):

<http://www.ecnmag.com/news/2010/01/d-link-debuts-boxee-box-ces-2010>