

Supporting Industry Quotes (Alphabetical Order):

“A growing number of consumers today are looking to have entertainment at their fingertips,” said Keith Morrow, Blockbuster Chief Information Officer. “The idea of delivering our growing library of digital content to consumers directly to their TVs with the Widget Channel is very exciting. The interface is simple to use and would make it easy for consumers to access movies and other entertainment from Blockbuster. This concept fits perfectly with our strategy of providing convenient access to media entertainment across a multi-channel distribution platform.”

“From Star Trek to sporting events to breaking news, CBS Interactive delivers information and entertainment consumers want – when and wherever they want it,” said Anthony Soohoo, Senior Vice President & GM, Entertainment, CBS Interactive. “There has been a lot of talk about bringing interactive Internet content to the television, but none of the approaches can match the ease of use, flexibility and level of customization of the Widget Channel framework. Working with Intel and other industry leaders on this open platform, we are happy to be pioneering a new way to provide interactive content and entertainment to consumers.”

“As online entertainment continues to grow in popularity, we still see consumers struggle with how to manage their content once it's been acquired,” said David Cook, president and COO of CinemaNow. “The new Widget Channel framework will provide an easy, yet rich experience for consumers to access Internet-delivered entertainment on their TVs. At the same time, it also offers a new way to distribute digital content to the latest devices, making it even more accessible to consumers.”

“Cinequest is all about connecting people with their passion for independent, maverick films,” said Halfdan Hussey, co-founder & executive director, Cinequest, Inc. “We see an amazing opportunity in the Widget Channel to not only distribute film favorites from the world's top festivals, but to elevate our digital delivery through the framework's sophisticated, yet easy to use interface. Now, films that faced extinction after their festival debut will have a new, innovative and enjoyable way to connect with audiences which we are eager to pioneer.”

“We believe an open platform that delivers interactive TV applications will be a key driver for our industry over the next several years,” said Albert Cheng, Executive Vice President, Digital Media, Disney-ABC Television Group. “As the leading provider of interactive advertising online with the ABC.com full-episode player, we're excited about the possibilities that the Widget Channel platform offers. It provides a broad canvas which allows content and entertainment providers such as ABC to develop interactive applications around TV content and gives advertisers new and unique ways to deliver their messages, while bringing consumers an intuitive new way to enjoy TV.”

“eBay is proud to work with both Intel and Yahoo! by creating a TV Widget based on the Yahoo! Widget Engine for the Widget Channel. The eBay TV Widget enables users to search, browse, monitor real-time eBay activity and bid on listings from their TV's. As part of our eBay Anywhere strategy, enabling users to access eBay content through their TV is an exciting new way to keep our users engaged,” said Matt Ackley, VP of Internet Marketing of eBay. “eBay is happy to participate in the announcement of TV Widgets and the Widget Channel and we are excited to partner with Intel and Yahoo!”

“Intel's new Widget Channel framework promises to provide a powerful new way to bring the Internet and TV together and enable new interactive services for the home” said John Garrity, RF and Photonics Manager, Electronics & Energy Conservation, GE Research. “GE Research is pleased to announce our collaboration with Intel to develop a home energy management capability for this exciting new platform which has the promise to provide solutions for reduced energy consumption as well as a means to provide intelligent demand response.”

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“As the market leader in media investment management, we have an obligation to drive innovation and shape the industry. Our strategic partnership with Intel will serve to catalyze the development of advanced advertising solutions for the benefit of our clients and industry stakeholders,” said Irwin Gotlieb, CEO, Group M.

“We fully support open initiatives such as the Widget Channel that bring enhanced personalized content to consumers,” said Nick Chakalos, senior director, strategy and business development at Motorola's Home and Networks Mobility business. “We look forward to the creation of an industry standard development framework which will help accelerate the deployment of this new class of services on a wide cross section of CE devices.”

“Through its platforms and partnerships, MTV Networks strives to give audiences unparalleled interactivity with its content, and the introduction of TV widgets for MTV, VH1, Comedy Central and Nickelodeon further that goal,” said Alice Kim, Senior Vice President of Digital Distribution and Partner Relations, MTV Networks. “By partnering with Intel and Yahoo! on the Widget Channel, we're bringing the online experience to the television screen, and giving our fans an entirely new way to enjoy our content.”

“Bringing the Internet experience to the television will deliver amazing new services to consumers,” said Mr. Kevin Kim, Vice President of Marketing, Samsung Electronics Telecommunications System Division. “With the new CE SoC Intel media processor and Widget Channel framework, consumer electronics and service providers can create closer bonds with their subscribers by delivering a new experience to that allows them to easily enjoy, share and access Internet content through their TV.”

“Merging the very different user experience of the Internet with that of the TV is no small task. Making that experience an easy to use, entertaining and memorable experience is an even greater one,” said Eric Breitbart, Senior Vice President and Group Director for Schematic. “The Widget Channel platform is a very impressive user interface for both developers who want a flexibility and speed to market, but it also provides consumers with a memorable, unique approach to enjoying Internet content and entertainment on their TV. It is great to be a part of the dawn of a new era for the TV - as we believe Widget Channel will change the way consumers see their televisions.”

“Showtime is always looking for ways to bring new and exciting content to our subscribers,” stated Robert Hayes, SVP and GM, Digital Media for Showtime Networks. “We are eager to work with Yahoo! and Intel to extend our web content using TV Widgets and the Widget Channel. Showtime plans to offer viewers web content around their favorite original programming including Weeds, Dexter and The Tudors. TV Widgets allow Showtime a simple and powerful way to engage users more deeply in the TV programs they enjoy.”

“Intel and Yahoo! are helping us realize the potential ubiquity of our simple utility by bringing Twitter to the television through a TV Widget,” said Biz Stone, Co-founder of Twitter. “Transforming television into an interactive device for sharing real-time updates among friends, family, and other trusted sources is an exciting prospect that extends Twitter's reach into an important arena.”

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