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## **ALLEGRO DELIVERS ROBUST UPnP MEDIA SERVER WITH CROSS-PLATFORM iTUNES SUPPORT**

*Leading provider of UPnP toolkits for Digital Media Player products offers proven Windows and Macintosh versions of Media Server —*

**Las Vegas – Jan 3, 2005** – The momentum around UPnP as a foundational technology for the connected home continues to build. Allegro, the leading provider of UPnP and device management technology for embedded applications, today announced the commercial release of its Allegro Media Server (AMS) product. Available for both Windows and Macintosh platforms, the AMS is a fully compliant UPnP AV Server offering transparent networked access to music stored on home computers in Apple's iTunes library format. AMS is built from a proven core of UPnP technology also used at the heart of leading Digital Media Player products.

Allegro is a company with a focus on perfecting UPnP software technology optimized for implementations of networked devices such as Digital Media Players and Internet radio systems. Rather than adapt PC or open source software technology, Allegro has engineered its own software development kits and tools specifically for the embedded systems marketplace, recognizing the challenges of developing products in these cost sensitive markets. Requiring only minimal amounts of memory and supporting a broad range of leading semiconductor platforms, Allegro's products have been refined through collaboration with others in the UPnP community – especially the UPnP forum and the Digital Living Network Alliance (DNLA). The release of the AMS consolidates Allegro's leading position by pairing its PC and Mac software server offerings with the well received media player products from such leading vendors as Philips and Roku.

“We are pleased to make the Allegro Media Server available to fill gaps in the feature set of other available UPnP server offerings” said Bob Van Andel, President and CEO of Allegro. “By using AMS to make iTunes library contents available on all UPnP AV devices, we hope to build on the success of the world's leading music player, and reinforce the message that UPnP is the way to share media in the connected home.”

### **About Allegro**

Allegro Software Development Corporation is the premier provider of UPnP networking and device management technologies specifically targeted at embedded applications. Since 1996, Allegro has been a force in the evolution of device management solutions with its RomPager embedded web server toolkit. Now also an active contributor to UPnP initiatives, Allegro supplies a range of UPnP toolkits that offer portability, easy integration and full compliance with UPnP device specifications. Allegro is a headquartered in Boston, MA.

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