

FOR IMMEDIATE RELEASE

Allegro Joins RVU Alliance™ in Support of Standards Based Remote User Interface Technology

Control of multi-vendor connected CE is simplified with RVU Alliance's remote user interface technology

SANTA CLARA, CA and BOXBOROUGH, MA – June 8, 2010 – Allegro, a global leader in providing Internet Software for Embedded devices, announced it is joining the founding members of the RVU Alliance: Broadcom, Cisco, DIRECTV, Samsung and Verizon, in support of the standards based RVU Remote User Interface (RUI) technology. The RVU Alliance is complementary to Digital Living Network Alliance (DLNA®) connected Consumer Electronics (CE) with the addition of a powerful yet flexible RUI capability. Allegro, a leader in embedded Internet connectivity and UPnP™/DLNA technology, offers field proven networking software shipping in 50+ million devices worldwide. Leading manufacturers around the world creating telecommunications equipment, consumer electronics, medical equipment, automotive and aircraft all rely on Allegro technology to deliver advanced and robust networking connectivity everyday. Allegro will exhibit products built with their RomPlug® UPnP/DLNA toolkit at CONNETCTIONS, the Digital Living Conference and Showcase (Booth #305) in Santa Clara, CA, June 8-10, 2010.

Remote User Interfaces and the RVU Alliance

The RVU Alliance has developed a specification for full-featured 'pixel accurate' remote user interface technology that provides an identical user experience on all RVU thin client CE devices including set top boxes, digital TVs and media servers. The RVU guidelines make heavy use of DLNA interoperability for device discovery, learning device capabilities and especially DTCP/IP for link protection. All content requested by an RVU client is sent using DTCP/IP as described in the DLNA Interoperability Guidelines. CE OEM/ODMs are encouraged to create RVU clients and servers that advance the home networking user experience. By leveraging existing open standards

that continue to grow, RVU is positioned to evolve with the burgeoning global home networking technology trend. "As a leading supplier of DLNA® Technology to OEMs/ODMs worldwide, working with the RVU Alliance to create enabling technology for device manufactures is a natural progression for Allegro." says Bob Van Anandel, CEO and President of Allegro. "By expanding Allegro's existing RomPlug® suite of UPnP/DLNA software development toolkits to support RVU capabilities, manufacturers can deliver products that are highly interoperable, flexible and provide a common interface to allow users easy access to digital content".

About Allegro

Allegro Software Development Corporation is a premier provider of embedded Internet solutions with an emphasis on device management technologies and UPnP/DLNA networking technologies. Since 1996, Allegro has been a force in the evolution of device management solutions with its RomPager® embedded web server toolkit. Also an active contributor to UPnP and DLNA initiatives, Allegro supplies a range of UPnP and DLNA toolkits that offer portability, easy integration and full compliance with UPnP and DLNA specifications. Allegro is headquartered in Boxborough, MA and can be found on the web at www.allegrosoft.com .

About RVU Alliance

The RVU Alliance is an Oregon-based non-profit mutual benefit corporation formed to develop a specification for the new RVU technology including a full-featured "pixel accurate" Remote User Interface (RUI). Founding Promoter members are Broadcom, Cisco, DIRECTV, Samsung and Verizon. Other Promoter members are Motorola, Inc., Humax, Thomson, Pace plc, Entropic Communications, Inc., NXP Semiconductors and JetHead Development, Inc. The RVU Alliance complements and benefits existing industry interoperability initiatives and underscores its founders' commitment to the sharing of digital content in the connected home. For more information about the RVU alliance, please visit www.rvualliance.org.

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