

FOR IMMEDIATE RELEASE

ZigBee™ Alliance Discusses Future of Wireless Networking at CES 2004

ZigBee Alliance Chairman Bob Heile and Member Companies Discuss how ZigBee Specification will Enable Broad-Based Deployment of Wireless Monitoring, Automation, and Control Network Applications

San Ramon, Calif. – January 5, 2004 – The ZigBee Alliance, an association of companies working together to enable reliable, cost-effective, low-power, wirelessly networked, monitoring and control products based on an open global standard, today announced its members will participate in three wireless networking panels at the upcoming CES 2004, January 8-10, 2004, in Las Vegas. The panels feature ZigBee Alliance Chairman Bob Heile speaking on the future of wireless technology and its benefits to consumers. Mr. Heile will also discuss ZigBee's low-cost, low-power, standards-based technology as it relates to other wireless networking standards and how the ZigBee's specification is optimized for use in remote monitoring, control and sensor network applications.

"2003 marked a significant year in the growth of the ZigBee Alliance and advancement of the ZigBee specification," said Heile. "In 2003, our member companies developed a roadmap that will enable timely product introductions into the marketplace and continue to define the qualification standards to ensure interoperability. As we head into 2004, we're thrilled to be participating in the wireless networking panels at CES, as they offer a great opportunity to kick off our promotional activities and continue educating the industry on the ZigBee technology."

Heile will be participating in three panels at CES 2004:

- **Catch the Buzz on ZigBee:** ZigBee Alliance members Motorola and Ember will join Heile to discuss ZigBee's standards-based technology and how it addresses the unique needs of most remote monitoring and control and sensory network applications. During this session panelists will detail how ZigBee's low-cost, low-power solutions will enable the broad-based deployment of wireless networks that are able to run for years on standard batteries.

Friday, January 9, 2004, 3:00 to 4:00 p.m. (South Hall, Room Number S113-114)

- **Wireless: The Future Is Now:** The future of wireless technology is rapidly becoming a reality. Attendees of this session, moderated by *Always On's* Rafe Needleman, will learn from industry experts how emerging wireless technologies could change the current consumer electronics market, and how the interaction between CE products will take on new dimensions in the years ahead.

Thursday, January 8, 2004, 12:00 to 1:00 p.m. (South Hall, Room Number S206–207)

- **Alliance Roundtable: From Industry Specification to Market Acceleration:** This panel of alliance veterans is designed to present the “inside story” on existing and emerging interoperability efforts and how they will affect product design, marketing and retail channels. In addition to ZigBee's Heile, the panel will include board of director members from the HomePlug Powerline Alliance, HomePNA, the OSGi Alliance, the Universal Plug and Play Implementers Corporation and the WiMedia Alliance.

Friday, January 9, 2004, 1:30 to 2:30 p.m. (South Hall, Room Number S113–114)

For more information on attending CES January 8-10, 2004, visit <http://www.cesweb.org>. To speak with Robert Heile please contact zigbee@lpp.com or 781-782-5000.

ZigBee: Wireless Control That Simply Works

The ZigBee Alliance is an association of companies working together to enable reliable, cost-effective, low-power, wirelessly networked, monitoring and control products based on an open global standard. The ZigBee Alliance is a rapidly growing, non-profit industry consortium of leading semiconductor manufacturers, technology providers, OEMs, and end-users worldwide. Membership is open to all. Additional information can be found at www.zigbee.org.

#

All company, brand, and product names may be trademarks that are the sole property of their respective owners. All rights reserved.

For further information contact:

Bill Chase, ZigBee Alliance
925-275-6655
bchase@inventures.com