



For Immediate Release

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<u>Avtrex to Demonstrate “Avtrex Media Center” at CEATEC JAPAN 2006</u>
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Visit Avtrex at CEATEC (Tokyo, Japan from October 3-7, 2006): DLNA (Digital Living Network Alliance) Booth – Hall 3, 3A-96

San Jose, CA – October 3, 2006 – Avtrex, Inc., a world leader and pioneer in providing embedded software technology for the Digital Home, will showcase the latest “Avtrex Media Center” software with its Japanese partner Novatec Corporation at CEATEC in Japan from October 3-7.

"Avtrex's participation at CEATEC Japan with our partner Novatec is a great chance to demonstrate our support for key DTV, PVR and DLNA technologies," said Steve Francis, CEO of Avtrex Inc. "Our showcase along with Novatec demonstrates our readiness for and capabilities in working with tier-one consumer electronics, networking and PC manufacturers to deliver complete Digital Home solutions."

"We are pleased to be working with Avtrex to exhibit Avtrex Media Center at this year's CEATEC in Japan," said Ichiro Saji, CEO and President of Novatec Corporation, a leading Digital Home and broadband solution integrator in Japan. "Consumer demand for easy access to enjoy media content anywhere in the home and through broadband is rising. We are excited to demonstrate Avtrex's superb technology to our customers and show how easy it is to pick and play desired content."

"Avtrex Media Center" is a software suite including DTV, PVR and DMA/DMS software which provides core digital TV and networked entertainment capabilities that are completely customizable and port quickly to new chips. These software solutions enable customers to start with best-of-breed capabilities and customize or extend them to create differentiated products in the competitive consumer electronics marketplace.

Avtrex will be demonstrating its “Avtrex Media Center” software on two different



hardware IC platforms which will be connected to several devices from other participating Japanese companies.

About Avtrex, Inc

Avtrex, Inc. is a Silicon Valley-based startup focused on advanced technologies for digital video recording and home media distribution. Avtrex is an OEM software provider whose customers are leading innovators in consumer electronics and digital entertainment. Avtrex is privately held, founded in 2001 by a team that has been working together for more than a decade.

More information about Avtrex is available at www.avtrex.com

About Novatec Corporation

Novatec Corporation has been recognized of its technical skills and expertise from Intel Corporation and has been officially certified as the first technical representative in Japan in 2002 for Intel's network processor products and Embedded Intel® Architecture products. As a Solutions integrator, Novatec Corporation provides hardware and software application solutions, development kits, and turnkey solutions for network and communications related products such as VoIP, IP-PBX, and routers, and networked CE products in order to shorten the time-to-market for OEM manufacturers.

More information on Novatec Corporation is available at: www.novatec.co.jp

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