

ROKU ANNOUNCES THAT TRIALS OF ITS NETWORK-ENABLED BRIGHTSIGN PRODUCT RESULT IN FIRST CUSTOMER SALES

*Initial Customers Find Remote Content Delivery and Networking Features Offer an Affordable and
Reliable Solution for Digital Signage Applications*

LAS VEGAS, NV June 18, 2008 – Today at InfoComm, the tradeshow for the professional audiovisual industry, Roku announced early customer acceptance of its new, feature-rich, networked digital signage solution. The BrightSign HD2000 is a fully integrated, high-definition digital sign controller that offers plug-and-play networking to streamline content management for robust, high-impact digital sign and kiosk applications. Roku is demonstrating its networking solution in Booth #N7051 at InfoComm in the Las Vegas Convention Center.

The BrightSign HD2000 combines its innovative solid-state hardware with industry standard Web technologies to deliver an all-in-one network solution that provides remote content delivery with ease and reliability.

“We’ve responded to market demands for a networked product by providing unparalleled performance at an affordable price without the complications of a PC-based solution, “ said Anthony Wood, Founder and CEO of Roku.

Enhanced Networking and Content Delivery

First announced last February at the Digital Signage Expo, the new features of the BrightSign HD2000 -- a non-PC, solid-state media player -- are designed to easily deliver networked content to remote units from a secure, central server. While stand-alone BrightSign solutions require manual content updates via removable flash memory, networked BrightSign units support remote updates using an Internet connection. By simply logging onto a secure web account on BrightSign Network Manager, customers can easily upload content, create packages to send to networked units and even view reports on networking status.

BrightSign also supports networked groups where targeted content and content updates can be delivered to specific sets of installed units securely, quickly, and affordably without leaving the office. In addition, the usage tracking data from a networked interactive kiosk can be uploaded to a central

database for analysis. With a networked BrightSign solution, content stays fresh and digital sign performance is maximized.

Early Customer Acceptance

Avitour is a Belgium-based service company comprised of more than 160 independent travel agencies. It was looking for a way to promote its services, highlight its partners' tours and other offerings in a multimedia, eye-catching, and dynamic way. And, with locations all over Belgium, Avitour needed a system that could be networked together with content that could change quickly and be tailored for diverse audiences.

Working with Roku and Studio Promo, which focuses on software development and systems integration, Avitour initially installed 10 HD2000 units working in a networked environment.

“The challenge for us was to be able to connect the BrightSign units in a networked environment that could change dramatically between one travel agency and another,” said Alain Kisiel, General Manager of Avitour. “We’ve been able to accomplish this easily because of the simplicity of the online network management interface and flexibility of the HD2000 itself.”

Avitour has three assigned networking groups based on language which allows them to easily target their content updates accordingly. Remote units check the server once a day to look for content changes such as last minute travel offers. Standard remote content updates occur on average once every week. Based on such a successful trial of BrightSign’s networking features, Avitour has purchased one hundred BrightSign units, all of which are planned to be deployed on their network by the end of the year.

“The reliability and ease of use is impressive. Minimal networking knowledge was required to install and manage the network. Even with a complex network configuration, a simple setting on the BrightSign unit was enough to make the connections work. We were able to send our first update to remote units the same day our network was established.” said Alain Roland, Director of Studio Promo, a Belgium-based systems integrator.

Additional Features

BrightSign network connections are secured using high levels of industry standard encryption. Server and client authentication are also supported to eliminate any hacking threats to your digital sign

network. Roku's networking software leverages standard, open web-based technologies where possible, to provide lower cost deployment and operation. Content is hosted on a central web server and delivered using SSL and HTTP.

The Roku software runs on the lightweight non-PC players and along side the web server to schedule deliveries and provides a web services user interface. In addition, Roku's BrightScript files, playlists, state files or BrightSign software can be schedule to update at recurring intervals or on an as needed basis. Other features such as Zones will also be demonstrated, which allows user to display multiple medial files on a single screen and RSS feeds.

About Roku

Roku develops products and software for digital media delivery including digital signage. Roku BrightSign sets new standards for video quality, reliability, price, ease of use and interactivity for solid-state digital media players. In addition to the BrightSign HD2000, Roku offers the BrightSign HD600 model supporting standard definition video and interactivity options. Online information and purchasing of BrightSign units is available on the Roku web site at www.roku.com/brightsign. For sales inquiries, contact brightsignsales@roku.com or call 1-888-600-7658.

About Avitour

Avitour is a service company grouping travel agencies for economical purposes. It is the most important group in Belgium with more than 160 offices. For more than 15 years, Avitour has offered partnerships with Belgian Tour-operators and travel agencies as well as services of software support, accounting and more. Avitour now offers a new Digital Signage Network service in Belgium for travel agencies to promote tour-operators' products. Online information about Avitour is available (in French) on its web site at www.avitour.be. For more information, contact info@avitor.be.

About Studio Promo

Studio Promo is a software development company that created the leading software, SuperStar, for Belgian travel agencies. Active since 1991, the SuperStar product line includes a front office, a back office, an automatic accounting connection and more. Studio Promo has recently developed a Digital Signage concept based on Roku digital media players and network manager. It offers value-added services and provides a complete solution including implementation, installation and network configuration to the Belgian market. The Avitour Travel Group has chosen Studio Promo to implement its new Digital Signage Network. Online information about Studio Promo will be available (in French) on its forthcoming dedicated web site at www.uniview.be. For more information, contact info@superstar.be.