



PRESS RELEASE

FOR IMMEDIATE RELEASE

MEDIAMAX™ HD DVD - THE WORLD'S FIRST HD DVD MEDIA SERVER

Instantly Plays in Multiple Rooms True, Source 1080p HD DVD Movies

Salt Lake City, Utah USA – June 20th, 2007 – Axonix Corporation, announces the release of the eagerly anticipated MediaMax HD DVD entertainment server. MediaMax HD DVD is being demonstrated at CEDIA UK at the ExCeL London, UK June 26th-28th in booth B16.

Axonix has once again set a new quality standard in home entertainment. With HD DVD movies you can now experience the full potential of your Home Theatre with True 1080p High Definition quality. HD DVD delivers vivid lifelike video quality with resolutions that are 6 times that of Standard Definition (SD) DVDs as well as crystal clear 7.1 digital surround sound audio.

MediaMax HD DVD allows instant playback of media stored on its MediaServer including: HD and SD DVD movies, CD, MP3 and WAV music, photos and downloaded movies and music via the new Axonix NetPlay™ service. Any media can be played simultaneously in any room.

With the addition of MediaMax HD DVD, the MediaMax product line now offers the highest quality and the widest selection of Media Servers and Media Players in the world. Integrators can now specify a Media Entertainment System that meets the price and performance requirements of virtually any project from low to high-end.

MediaMax HD DVD Features

True Source 1080p HD DVD Movie Loading and Playback. The MediaMax HD DVD includes a *MediaServer™* and one or more *MediaDeck™ 4 HD DVD Media Players* which can include an SD/HD DVD/CD drive which allows you to both watch the DVD movie disc without loading it and remotely load the DVD movie or CD music disc onto the MediaServer.

Play Movies, Music and Slide Shows with an Easy, Elegant and Exciting Interface. The new MediaMax Interface dramatically enhances your entertainment experience by allowing you to instantly browse your media collection utilizing vivid HD quality Cover Art. You may also browse by Genre, Actor, Director, Artist, Album, Title, Favorites or by Playlists. Music playlists may be created and deleted on the fly while playing music.

Supports the widest range of media formats. MediaMax HD DVD plays more media formats than any other media server in the world. While other media servers are limited to SD DVDs and CD music only, MediaMax supports all of the popular media formats including SD/HD DVD movies, downloaded movies, music CDs, downloaded WMA and MP3s, imported or ripped WAV, converted IPOD music, JPEG photos as well as other media formats.

Broadest International DVD/CD Cover Art Service. The exclusive Axonix Movie and Music Cover Art Service contains the world's largest International collection of Movie and Music cover art. Unlike many other media servers, the Axonix Cover Art Service is free and automatically retrieves and organizes the proper cover art and metadata content when a CD or DVD is loaded.

Unmatched Integrateability

MediaMax HD DVD offers the broadest interoperability with virtually any control system, including wireless handheld remote controllers to advanced home automation Touch Panel controllers from companies such as Crestron®, AMX®, Elan®, Nevo® HomeLogic®, Control4®, NetStream® among others.

Pricing

Retail pricing for the MediaDeck 4 is \$4,195 USD with an SD DVD/CD drive and \$5,995 USD for the MediaDeck4 HD DVD with an integrated HD DVD drive that supports the loading and playing of SD/HD DVDs and CDs. Both models support the playback of HD DVDs loaded onto the MediaServer. An entire line of MediaServers are available with or without an HD DVD drive. The Spectra 2 Series MediaServer starts at a retail price of \$6,949 USD.

Availability

The MediaMax HD DVD is shipping now! MediaMax is sold exclusively through the company's worldwide network of 500 Authorized Dealers and Distributors.

USA Distribution

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About Axonix Corporation

Axonix Corporation celebrates its 24th year of delivering tens of thousands of affordable media sharing solutions to companies such as Dell®, Gateway® and NEC®. MediaMax™, is an award winning multi-room media server that loads, stores and delivers on-demand HD DVD movies, music, photos, Internet content and other media. Combining elegant operation with uncompromised quality, MediaMax has quickly become the solution of choice for home, yacht, hotel and digital signage integrators around the world. MediaMax – The New definition in Home Entertainment™.