



kaleidescape™

## **PRESS RELEASE**

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### **KALEIDESCAPE DEALER NETWORK SURPASSES ONE HUNDRED**

**Indianapolis, IN – CEDIA EXPO 2004 – Sept. 8-12 – Booth #432** – Custom integrators agree, Kaleidescape, Inc. offers an outstanding entertainment server that belongs in many luxury homes and yachts, and as a result, the list of dealers offering Kaleidescape Systems continues to grow. Since its products began shipping one year ago, Kaleidescape has grown its distribution channel to include more than 100 premier dealers across the United States, Canada, and Europe.

Dealer feedback has produced overwhelming evidence that displaying and demonstrating the Kaleidescape System is the key element in building sales momentum. As a new product category, the entertainment server lacks exposure among homeowners. Dealers and installers continue to find that the numerous features of the Kaleidescape System are best appreciated through a demonstration, either in a showroom or in the customer's home.

A Kaleidescape Base System lists for \$27,000 and includes a Kaleidescape Server with sufficient storage for 180 DVDs (expandable to 500 DVDs), a Digital Movie Player for playback in a single zone, and a DVD Reader for importing DVDs. These components are connected by the household Ethernet network. A scalable system architecture permits an additional Digital Movie Player to be added to the network for each desired viewing zone, and additional Kaleidescape Servers to be added for storing thousands of DVDs.

Kaleidescape is continuing to qualify, sign-up, and train dealers both domestically and internationally. For more information please call 650-625-6150, at CEDIA Expo 2004, visit booth #432, or go to <http://www.kaleidescape.com>.

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*Quickly distinguished as a pioneer in A/V convergence technology, Kaleidescape, Inc. has developed a new category of consumer electronics products and services that are transforming the way consumers enjoy movies at home. Designed for the discriminating home video enthusiast, the Kaleidescape System sets the standard for an easy-to-use entertainment server that enables the customer to quickly access their entire movie collection from anywhere in their home. The Kaleidescape System combines a compelling industrial design, ingenious engineering, and an outstanding user interface to make watching movies at home easier and more enjoyable than ever.*

For more information and digital artwork, please visit Kaleidescape's website at <http://www.kaleidescape.com/news/>. Or contact Kaleidescape Press Relations, 650 625-6140 or [press@kaleidescape.com](mailto:press@kaleidescape.com).