



kaleidescape®

PRESS RELEASE

Contact: Kaleidescape Press Relations at 650 625-6140 or press@kaleidescape.com

POISED FOR SUCCESS IN THE NEW YEAR, KALEIDESCAPE, INC. ENGAGES NEW PERSONNEL

MOUNTAIN VIEW, CA – January 10, 2005 – Achieving unprecedented growth and industry accolades in its four years, Kaleidescape, Inc. has announced the expansion of its talented team. Keeping pace with the company's increasing operations and initiatives, Kaleidescape welcomes Jean-Michel Bourdon as Vice President of International Markets, Diptish Datta as Vice President of Customer Operations, and Daryl Langdon as Senior Director of Manufacturing Operations.

"Kaleidescape continues to seek the best and brightest of the industry. We are confident that the exceptional experience and talent these three individuals bring to their respective positions will prove invaluable to our company's success in delivering our revolutionary products and services to an expanding audience," states Michael Malcolm, Kaleidescape's Founder, Chairman and CEO.

With proven expertise in identifying and developing channels, negotiating and managing sales teams, John-Michel Bourdon has been named Vice President of International Markets for Kaleidescape, Inc. Bourdon has eighteen years of experience in worldwide strategic account and senior business management, and is challenged with expanding the company's international scope. Under his ten-year direction as Director of Worldwide OEM Solutions Sales at Adobe Systems, Adobe generated over \$100 million in annual revenue and met strategic, lucrative agreements with Sony, Kodak, Xerox, Samsung, among others. He previously was Adobe's European OEM Business Manager for a five-year tenure, and held directorial and management positions at QMS (Quality Micro Systems) Southern Europe, Schlumberger Technologies; and General Electric Information Systems Co (GEISCO), Hong-Kong.

"Always innovative, we at Kaleidescape have taken pride in embracing the technology and forward-thinking necessary to challenge the limits of the A/V industry." Founder and COO Cheena Srinivasan, states, "These proven performers represent a new wave of growth in our team and in our commitment to excellence. We are thrilled to welcome them to Kaleidescape."

Over twenty years, Diptish Datta amassed extensive experience in technology, customer relations and operations. As Kaleidescape's Vice President of Customer Operations, he will drive quality and service support to ensure maximum efficiency amongst



kaleidescape®

Kaleidescape's multi-faceted products and services. Datta maintains a distinguished background in engineering and programming. He is credited with the creation and launch of various communication and support programs satisfying a broad range of specific engineering and customer processes. Datta's experience ranges from Vice President of Services Engineering at Network Appliance, Senior Director of Product Support at Amdahl Corporation, among others.

Daryl Langdon joins Kaleidescape earning the position of Senior Director of Manufacturing Operations. A Mechanical Engineer that has progressed from product and systems design into management over the last 21 years, Langdon is poised to manage the system's insatiable growth within the consumer electronics industry. As Senior Director of Manufacturing Operations, Langdon will management and oversee Kaleidescape's product manufacturing, system regulatory compliance and engineering, as well as new product introduction and innovation. Prior to Kaleidescape, Langdon served as the Director of HW Engineering and Operations for Mirapoint, and Sr. Manager of Product Development for Network Appliance.

For more information go to www.kaleidescape.com or call 650-625-6100.

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.