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Intel and CinemaNow Advance Burn-to-DVD Entertainment Experience with Intel(R) Viiv(TM) Technology

Extends Ability to Record Premium Movie Content to DVDs for Playback in PCs, DVD Players

SANTA CLARA, Calif. & MARINA DEL REY, Calif.--(BUSINESS WIRE)--

Intel Corporation and CinemaNow, a leading Internet provider of downloadable videos, today announced a collaboration that will allow consumers using Intel technology-based media PCs, such as those with Intel(R) Viiv(TM) technology, to legally download and record major motion picture movie content to blank DVD discs for playback on both the PC and consumer electronics devices, including most standard DVD players.

Intel Viiv technology-based PCs currently provide consumers with the ability to view their movie content locally on the PC, sync it with portable devices, and wired or wirelessly extend the content through their home networks to connected devices, such as large-screen TVs.

"The ability for consumers to legitimately burn premium content to DVD is one of the greatest barriers to delivering consumers the flexibility to truly enjoy digital home entertainment when and where they want it," said Kevin Corbett, vice president, Intel's Digital Home Group and general manager of the company's Content Services Group. "The investment by CinemaNow to advance the Burn-to-DVD service model is a major step forward in the digital distribution of content, and Intel is excited to be working with them to bring these capabilities to consumers via Intel Viiv technology."

CinemaNow, in collaboration with Intel, will optimize the Burn-to-DVD service for PCs based on Intel Viiv technology. The enhancement will enable movie fans who wish to use the Burn-to-DVD service through a large screen, or 10-foot interface, to do so from the comfort of their own couch. The service will be available in the early part of this year; the Burn-to-DVD solution is currently available through a standard PC, or 2-foot, interface.

CinemaNow's Intel Viiv technology-optimized Burn-to-DVD service will be on display in the Intel booth (Central Hall, #7153) at CES, being held Jan. 8-11 in Las Vegas.

Additionally, CinemaNow unveiled plans for the delivery of additional Intel Viiv technology capabilities in early part of this year, including extending premium movie content over the home network to connected devices. This service provides CinemaNow customers with the latest Hollywood hits, music videos and independent movies while taking advantage of the capabilities provided by Intel Viiv technology.

"Joining forces with Intel will help us improve our digital home distribution model," said Curt

Marvis, CEO of CinemaNow. "CinemaNow is the ideal platform to demonstrate Intel's enhanced processor power and this technology will dramatically improve our Burn-to-DVD consumer experience."

CinemaNow launched Burn-to-DVD in July 2006. Burn-to-DVD technology for movies takes advantage of the multi-core performance provided by Intel's new Core(TM) 2 Duo processor. The 40 percent more powerful Core 2 Duo processor family will allow Intel Viiv technology-based PC consumers to download and burn movies faster and more efficiently.(1) Intel continues to work with the industry on enhancements to further the performance of these technologies.

About CinemaNow

CinemaNow, Inc. (www.CinemaNow.com) is the leading Internet provider of premium on-demand and download and burn movies and video content. CinemaNow legally offers downloads of more than 4,000 feature-length films, television programs and music concerts from more than 250 licensors including 20th Century Fox, ABC News, A&E, Disney, HDNet, Lionsgate, MGM, Miramax, NBC Universal, Paramount, Sony, Sundance Channel and Warner Bros. Founded in 1999, CinemaNow counts EchoStar, Index Holdings, Menlo Ventures, Transcosmos, Microsoft, Lionsgate, Cisco Systems and Blockbuster as investors.

About Intel

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Source: Intel Corporation