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July 6, 2003

Dear Nick,

First of all, I want to thank you for your thorough review of our product, the PRISMIQ MediaPlayer. I've been in product management for over fifteen years and I must say your write-up there is one of the most in-depth I have ever seen. I can tell much time and effort went into the project.

Overall, I think you captured the essence of the product. I appreciate the kind words and the recommendation on the product, we are a small team of professionals building this product "for the love of the game" first and foremost; our goal is to make customers happy and deliver the best solution out there. I won't address the areas you said positive things about, your words carry more weight there than mine, but I will address some of the questions and issues you brought up that were neutral to negative.

I guess your main concern was the lack of a resizable playlist/slideshow area (left-hand column on the TV UI) and the associated multiple levels of directory structure display (technically, they aren't actually associated, but I could see how one would do so). We haven't, actually, had many complaints about this; the current system does seem to work for most folks. But, I do agree that having a method of syncing up with CD ripping software and having a way to better displaying artists-albums in a layered approach would be an improvement. We are working on that. Actually, syncing up with CD ripping software and third-party media management software (MusicMatch, Winamp, etc) has gotten very interesting lately as more companies are adopting UPnP AV, a standards-based way to integrate among and between associated home media applications. Our approach to improvement in this area is somewhat comprehensive and includes these considerations as well.

In terms of the size of the unit, I could see how if you are used to the Audiotron stereo component form-factor this could be a complaint. But, we find this to be just the opposite, one of our greatest strengths. Finding room on the TV or in the media cabinet is hard for most people. Our compact form factor means you can find room for it in the cramped spaces of the entertainment center. We quite consciously decided on the smallest form factor possible (our back panel dictated the unit size) just for this reason.

You are right about the ability to expand to support new audio and video formats due to our plug-in transcoder architecture. Indeed, we have even opened up our specifications for motivated individuals to create their own transcoders: http://update.prismiq.com/plugins/ This is part of our relatively new PRISMIQ developer's forum (www.PRISMIQ.org). We welcome creative applications to be created for our Linux-based STB.

On some of the other issues, quickly: we can support PAL, just haven't yet as it takes a lot more than just PAL support to go international; we don't support Windows 2000 server because the home installation of that OS is very, very small; we do support networked Linux computers and Macs (hence the ability to scan to all network locations),

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as long as the core server software is running on a Windows 98 SE/ME/2000/XP Home/XP Pro OS; and the reason we kept the news stories in the "middle third" of the TV UI area is so you can click on the other headlines (on the bottom third) and bring up the other stories instantly.

So thank you again for efforts in evaluating our product. We believe we have the best overall product on the market today, but we aren't standing still for a minute because we know that competition is coming and we need to keep improving to stay ahead in this game.

Sincerely,

Brad Kayton
VP of Marketing, PRISMIQ