

## Hillcrest Labs Announces New Customers for Next-Generation Portfolio of Motion Control Software and Products

### *- Follows Hillcrest's Selection as CES Innovations 2012 Design and Engineering Awards Honoree in Two Different Categories -*

LAS VEGAS, NV and ROCKVILLE, MD – January 10, 2012 – At CES 2012, [Hillcrest Labs](#) today announced several new customers and products that will utilize Hillcrest's next-generation portfolio of motion control software and products. Companies bringing new products and reference designs to market in 2012 that leverage Hillcrest's technology will include: [LG Electronics](#), [Warpia](#), [ASUS](#)<sup>®</sup>, and [Texas Instruments Incorporated \(TI\) DLP](#)<sup>®</sup>.

"Earlier this year, we unveiled our second generation portfolio of natural motion control software and Freespace<sup>®</sup> products," said Dan Simpkins, founder and CEO of Hillcrest Labs. "Today's announcement demonstrates continued interest in Hillcrest's solutions by major CE manufacturers to support their current and future product lines. We're also honored that two of our products have been named as 2012 CES Innovations Design and Engineering Award Honorees, and that both will be brought to market by our customers this year."

#### **New Customer Deployments**

- **LG Electronics:** LG, which currently uses Hillcrest's technology in its line of [Smart TVs](#), will also use Hillcrest's [Freespace MotionEngine](#)<sup>™</sup> software in its new Smart TV Upgrader products in 2012.
- **Warpia:** Warpia will bundle Hillcrest's [Scoop](#)<sup>™</sup> pointer and [Kylo](#)<sup>®</sup> Web browser in an upcoming product this year.
- **ASUS:** ASUS will include a custom OEM version of Hillcrest's Kylo Web browser in its Xtion media center for PCs.
- **Texas Instruments DLP:** TI will include Hillcrest's embeddable [Freespace Sensor Modules](#) in its latest interactive DLP projector reference designs.

These solutions will be showcased at the International CES show, January 10-13, 2012, in Las Vegas, NV, in the LG and Warpia booths on the show floor, ASUS' suite at Trump Hotel, and Hillcrest's suite at the Renaissance Hotel. In addition, TI will demonstrate Hillcrest's Freespace MotionEngine software [integrated](#) with TI's [ZigBee](#)<sup>®</sup> RF4CE solution in the ZigBee TechZone (Booth #21318E, South Hall 1).

At this year's CES show, two of Hillcrest's products, the Freespace MotionEngine and Scoop pointer, were [named](#) as International CES Innovations 2012 Design and Engineering Awards Honorees. Hillcrest was previously named a CES Innovations Design and Engineering Awards Honoree in 2011 and 2010 for other products.

Companies that have licensed Freespace for use in their products include: Eastman Kodak, LG Electronics, Logitech, Roku, SMK, Sony Computer Entertainment Inc., Universal Electronics (UEI), and others. Additional information about Hillcrest can be found at [www.hillcrestlabs.com](http://www.hillcrestlabs.com). Follow Hillcrest on Facebook at [www.facebook.com/kylobrowser](http://www.facebook.com/kylobrowser) or Twitter at [www.twitter.com/kylotvbrowser](http://www.twitter.com/kylotvbrowser).

## **About Hillcrest Labs**

[Hillcrest Laboratories](#) (a.k.a. Hillcrest Labs) sells natural motion technology and software applications to consumer electronics manufacturers, service providers, and consumers that enable unique, interactive digital media experiences for TVs and other digital media devices. Hillcrest Labs sells and licenses its in-air pointing and motion control technology, called [Freespace](#)<sup>®</sup>, for use in a wide range of consumer devices including remote controls and game controllers for Smart TVs, streaming media players, Blu-ray players, set-top boxes, PCs, and tablets. Companies that have licensed Hillcrest Labs' technology for use in their products include: Eastman Kodak, LG Electronics, Logitech, Roku, SMK, Sony Computer Entertainment Inc., Universal Electronics (UEI), Universal Remote Control, and others. For consumers, Hillcrest Labs also offers the [Kyro](#)<sup>®</sup> browser, a free Web browser for TV. Hillcrest Labs has received numerous awards and recognitions including the prestigious CES Innovations Honoree Award multiple times, PC World's 100 Best Products and Greatest Tech Designs, Popular Mechanics' Editors Choice, ECN's Reader's Choice Tech, and many others. For additional information, visit [www.hillcrestlabs.com](http://www.hillcrestlabs.com).

*Hillcrest Labs, Freespace, the Scoop pointer, MotionEngine, and Kylo are trademarks of Hillcrest Laboratories, Inc. All other trademarks remain property of their respective owners.*

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