



**HILLCREST LABS™**

## **Hillcrest Labs Wins CES “Best of Innovations” Award**

*Spontaneous Navigation™ Technology Reinvents the Home Entertainment Experience*

Rockville, MD – November 28, 2005 – Hillcrest Labs’ Spontaneous Navigation™ has won the 2006 CES Innovations Design and Engineering “Best of Innovations” award in the video accessories category, and it was also honored in the embedded software category. CES presents these awards to the most innovative products in the consumer technology industry, and Spontaneous Navigation is a remarkable new technology that gives consumers unprecedented ease in searching, browsing and managing digital content on their TVs. It combines a free-space pointing device with zoomable visual directories and a powerful recommendations engine, ingeniously managing everything from live and recorded television to Internet shopping and personal CDs, photos and home videos.

“We are thrilled to receive this prestigious award for our Spontaneous Navigation technology,” said Daniel Simpkins, founder, president and CEO of Hillcrest Labs. “We’ve invented a navigation and content management system that will astonish consumers with its intuitive simplicity. Partners are lining up to incorporate our software and hardware into their products, which demonstrates that Spontaneous Navigation technology fills an urgent need for a new way to manage the explosion in digital content.”

Since 1989, the Innovations Design and Engineering Awards have given consumer technology manufacturers and developers an opportunity to have their newest products judged by a preeminent panel of independent industrial designers, engineers and members of the trade press. A record number of product applications, more than 1,000, were submitted in 2006.

Hillcrest Labs’ award-winning solution will be displayed in a special Innovations Design and Engineering Showcase at the CES Central Plaza, Las Vegas Convention Center, during the 2006 International CES show, January 5-8. More information on Hillcrest’s award can be found at

[http://www.cesweb.org/attendees/awards/innovations/rd\\_2006honorees.asp](http://www.cesweb.org/attendees/awards/innovations/rd_2006honorees.asp)

### **About Hillcrest Labs**

Founded in 2001, Hillcrest Labs ([www.hillcrestlabs.com](http://www.hillcrestlabs.com)) delivers the most comprehensive navigation and content management system available in the market today. Its hardware and software products give partner companies the means to control the digital home by providing an unparalleled consumer experience. Highly scalable and

extensible to multiple platforms, Hillcrest's products are uniquely suited to manage millions of digital content options. Hillcrest Labs is based in Rockville, MD.