

## Digital Delivery Group News

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**11/09/2011**

### *Wi3 Named Best of CES Innovations 2012 Design and Engineering Award Honoree*

ROCHESTER, NY (Wi3 Inc) November 9, 2011 — Wi3 has been named an International CES Innovations 2012 Design & Engineering Award Honoree for the WiFi version of its WiPNET in-wall networking product series. Products entered in this prestigious program are judged by a preeminent panel of independent industrial designers, engineers and members of the media to honor outstanding design & engineering in cutting edge consumer electronics products across 32 product categories.



*Wi3's patented WiPNET Series will be displayed at the 2012 International CES, which runs January 10-13, 2012 in Las Vegas, Nevada.*

Selected as an honoree and the winner of the home networking product category, the WiFi WiPNET port is a true revolution in home networking technology. Without disrupting any existing Cable TV or Satellite services in place, WiPNET utilizes the existing coax cable already in the walls of tens of millions of homes and commercial properties, to provide a fast, innovative solution to what was once a complicated, costly and time-intensive process.

Now the freedom of WiFi and dependability of wired Internet can be delivered to multiple locations around a home, apartment, hotel or office via the self-configuring WiPNET ports. Whether plugged into an IPTV, PC or HDTV, additional WiPNET ports are automatically configured to maximize the reliability, speed and simplicity of wired Web connections or wireless access points tethered to a wired backbone.

Advantages to WiPNET include its ease of set-up; its creative "cartridge & sleeve" product design that allow cartridges with various technology solutions to be swapped based on connection needs; and its elimination of network delays when multiple media formats are simultaneously in use, meaning no more

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dropped connections while gaming, streaming movies, watching IPTV or using any array of connected Apple or PC devices.

This technology signals a change in course for the hospitality industry as well, creating an opportunity for hotels and businesses to provide fast and dependable wired or WiFi networking options while increasing efficiency, cutting installation costs and minimizing downtime.

“To compete with the likes of Belkin, Cisco, D-Link, NETGEAR and others, and win... we’re honored just to have been compared, but we really think it speaks volumes to the market potential of WiPNET,” commented Bill Thompson, CEO of Wi3. “And as Internet-based services continue to migrate toward delivery through the TV, we believe this product will not only be adopted as the industry standard, but that it will become the platform for the cable industry and beyond.”

The prestigious Innovations Design and Engineering Awards are sponsored by the Consumer Electronics Association (CEA)®, the producer of the International CES, the world’s largest consumer technology tradeshow, and have been recognizing achievements in product design and engineering since 1976. The Best of Innovations honor is awarded to the products with the highest judges’ scores and will be featured in the Innovations Design and Engineering Showcase at the 2012 International CES.

The Innovations entries are judged based on the following criteria:

- Engineering qualities, based on technical specs and materials used
- Aesthetic and design qualities
- The product’s intended use/function and user value
- Unique/novel features that consumers would find attractive
- How the design and innovation of the product compares to other products in the marketplace

Products chosen as an Innovations honoree reflect innovative design and engineering of the entries. Examples may include the first time various technologies are combined in a single product or dramatic enhancements to previous product designs. Innovations 2012 Design and Engineering honoree products are featured on [www.CESweb.org/Innovations](http://www.CESweb.org/Innovations), which lists product categories, as well as each product name, manufacturer information, designer, description, photo and URL.

Today, Wi3’s WiPNET & WiPLOCK family of products and accessories are available through Low Voltage Distribution outlets throughout the US and Canada. Wi3 plans a Q1 2012 launch to targeted international markets including leading electronic retailers, and etailers. To learn more, please visit [www.wi3inc.com](http://www.wi3inc.com)

#### **About Wi3 Inc:**

Founded in 2008, by CEO Bill Thompson, Wi3 Inc., is committed to the design and development of world-class digital networking products. As a Residential Structured Wiring industry pioneer, Bill Thompson founded UStec in 1992, an award winning industry leader for over fifteen years. The name Wi3 is derived from its three core technologies -- Wired, Wireless, Wideband.

#### **About Digital Delivery Group:**

Digital Delivery Group, a consortium of regional value added CE specialty distributors, is committed to being the leading source for sales and education of digital systems and convergence products. The members of DDG are specialists in networking products, whole house control, content storage and management, and new technology. More than just a buying group, DDG functions as a strategic resource for its vendor partners and its dealers. Digital Delivery Group’s members bring a unique level of capability to the task with many years of distributor, retail, factory and marketing experience among its members. For more information, visit [www.digitaldeliverygroup.org](http://www.digitaldeliverygroup.org) or call David Kaplan at 509-995-1203.

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