PRESS RELEASE
January 9, 2007

Apple TV Coming to Your Living Room

Movies, TV Shows, Music & Photos on Your Big Screen TV

MACWORLD SAN FRANCISCO—January 9, 2007—Apple® today premiered Apple TV™, an easy to use and fun way to wirelessly play all your favorite iTunes® content from your Mac® or PC on your widescreen TV, including movies, TV shows, music, photos and podcasts. Using Apple TV's stunning new interface, anyone can quickly browse and view their entire collection of digital media from across the room using the simple and intuitive Apple Remote. Apple TV easily connects to almost all modern widescreen televisions, and will be shipping in February for just $299.

"Apple TV is like a DVD player for the 21st century—you connect it to your entertainment system just like a DVD player, but it plays digital content you get from the Internet rather than DVDs you get from a physical store," said Steve Jobs, Apple's CEO. "Apple TV plays the same iTunes content that users enjoy on their computers and iPods, so now they can even watch part of a movie in their living room, and watch the rest later on their iPod."

Apple TV has a 40GB hard drive to store up to 50 hours of video, 9,000 songs, 25,000 photos or a combination of each and is capable of delivering high-definition 720p output.* Apple TV is easy to connect to a broad range of widescreen TVs and home theater systems and comes standard with HDMI, component video, analog and optical audio ports. Using high-speed AirPort® 802.11** wireless networking, Apple TV can auto-sync content from one computer or stream content from up to five additional computers right to your TV without any wires.***

The seamless integration of Apple TV and iTunes lets users choose from over 250 feature-length movies and 350 TV shows in near DVD

EX1028
Roku V. Media Chain
U.S. Patent No. 10,489,560

quality; four million songs, 5,000 music videos, 100,000 podcasts and 20,000 audiobooks. Users can enjoy their favorite music on a home entertainment system and view slideshows of their photo albums on a widescreen TV. Apple TV makes it easy for users to explore their entire media collection with an easy to use and intuitive new interface. With the Apple Remote, consumers can easily browse through their favorite movies, TV shows, music and photos from up to 30 feet away.

Pricing & Availability
Apple TV, which includes the Apple Remote, will be shipping in February through the Apple Store® (www.apple.com), Apple's retail stores and Apple Authorized Resellers for a suggested retail price of $299 (US).

Apple TV requires iTunes 7 or later running on a Mac with Mac OS® X version 10.3.9 or later, or a Windows PC with Windows XP Home/Professional (SP2). An 802.11b/g/n wireless network using AirPort, AirPort Extreme® or 10/100 Base-T Ethernet networking required. Internet access is required and a broadband connection is recommended. Apple TV requires an enhanced-definition or high-definition widescreen TV. iPod® games will not play on Apple TV. iTunes is available in the US and select countries.

*Video playback based on 640x480 iTunes video content. Music capacity based on four minutes per song and 128-Kbps AAC encoding. Photo capacity based on Apple TV viewable photos transferred from iTunes. Actual capacity varies by content.

**Compatible with 802.11b/g/n. Based on an IEEE 802.11n draft specification.

***Wireless video streaming requires an 802.11g/n network.

Apple ignited the personal computer revolution in the 1970s with the Apple II and reinvented the personal computer in the 1980s with the Macintosh. Today, Apple continues to lead the industry in innovation with its award-winning desktop and notebook computers, OS X operating system, and iLife and professional applications. Apple is also spearheading the digital music revolution with its iPod portable music players and iTunes online store.

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