



## What Industry Analysts are Saying about Orb

"The growth in digital entertainment content and the maturing of key industry initiatives for media networking are fueling the popularity of digital media servers in the home. These trends will result in the transformation of existing products such as PCs and set-tops into whole-home media servers...."

Other growing sectors will be the PC aftermarket software and embedded middleware for media servers. Vendors such as...Orb Networks are delivering software allowing consumers to create their own media servers.... The embedded media server software market alone will see over 112 million software units shipped in 2011."

*"ABI Research Forecasts Media Server PC Category to Exceed \$44 Billion by 2011"*

*ABI Research  
Press Release  
July 6, 2006*

"Placeshifting is the ability to deliver content from a consumer's set-top box or PC to any device via the Internet. Companies in this space have created a lot of industry buzz...the technology, which allows a consumer to access content without having to pay additional subscription fees and offers him all the choice he would have in his living room, will see strong growth throughout the next five years...."

Orb's solution is entirely software based; it is installed on PCs and mobile clients to allow the consumer to deliver content to other PCs, mobile photos and Pocket PC devices...."

...since the company is entirely software based it has been even more aggressive from the outset in developing partnerships for distribution of its technology."

*"Orb Networks ... Help Power Connected Home Strategies of Technology Giants"*

*Michael Wolf  
Principal Analyst of broadband and multimedia  
ABI Research  
May 31, 2006*

"While recent technology for the 'connected home' was developed to connect consumer entertainment devices to the home network, the next frontier is the merger of the digital home network with mobile devices....

In recent months we have seen a number of announcements and proof of concept demonstrations from major players in the mobile and consumer electronics markets that tie the consumer's mobile devices to the home network. Whether they are more basic 'cache and carry' solutions...or more evolved products such as...from Orb Networks for transferring live TV, cached video and music content to mobile phones, mobile devices are fast becoming critical emerging clients on the media network in the home."

*"Home, Mobile Network Convergence a Digital Home 'New Frontier'"*  
*Michael Wolf*  
*Principal Analyst of broadband and multimedia*  
*ABI Research*  
*May 10, 2006*

"Actually, it's a pretty killer app in general. I spent some more time using it, and the more I use it, the more I like it. Driving to the mall, I set up a playlist of podcasts from my PC, and let it play over the Audiovox SMT-5600, through the stereo. Not a glitch. It just played through, like it was supposed to.

The Orb folks have done something amazing here, and there are lots of uses."

*Michael Gartenberg*  
*Jupiter Research*  
*January 2005*