

## Streaming21 & Microsoft Head to Japan with Windows Home Server

Date: 08-29-2008 03:11 PM CET

Category: [IT, New Media & Software](#)

Press release from: [Streaming21, Inc.](#)

Unveils Seamless Digital Home Solution at Windows Home Server Consumer Launch Press Event

Tokyo, Japan – August 29, 2008 – Streaming21, a leading solution provider of seamless on-demand service platform and Microsoft (NASDAQ “MSFT”) will bring Windows Home Server products to the Japanese market with a Japanese language version. A consumer launch event will be held on August 30, 2008 at Akihabara, the heart of the consumer technology scene in Tokyo, to officially announce the market availability of the product bundled with hardware in 3C stores. Companies to release Windows Home Server products for Japan include Streaming21, Dell, Epson, NEC, Mouse Computer Japan, Logitech, Thirdwave, Unitcom, Tsukumo, PDX Japan, Clevery, Regin, Applied, Sofmap, and Sycam.

Streaming21, as the global ISV partner for Microsoft Windows Home Server, was recently introduced as the software solution provider at a press event held in Tokyo on August 20 Japan Time to celebrate the launch of Windows Home Server. Streaming21’s seamless on-demand technology, called FAVO offers a seamless on-demand service platform for connected digital home. The technology, as a “Digital Utility Pipe”, enables contents and services to flow seamlessly to connected devices over the digital converged industry value chain to the users.

Streaming21’s FAVO services, which is fully integrated with Microsoft Windows Home Server and connected with many IP-based devices such as STB/ DMA, IPTV, Digital Photo Frame, IP-Refrigerators, Mobile devices and more. FAVO services delivers personal (video, music and photos), aggregate rich Internet/Community/Commercial contents, and provide communication and sharing services in a unified and intuitive user interface designed for easy operation with a remote control or touch panel. Offering a pleasant user experience and innovative value-added services will lead to more frequent usages to consumers and bring excitement in their daily life.

Seiichiro Takahashi, General Manager of Streaming21 K.K. in Japan said, “The new Japanese version will provide local language support as well as greater opportunities for OEM and ODM partners in Japan to create solutions extending Windows Home Server’s capabilities for the digital home. We believe that building a solid digital home ecosystem is the key factor to realize the dream of the future digital home. Streaming21’s worldwide end-to-end deployments demonstrate its ability to offer unparalleled expertise in total digital home solutions. We plan to make its debut of a CE-like home server with e-furniture ID design plus innovative FAVO services at WinHEC 2008.”

Streaming21’s Home Server acts as the central control center for digital home entertainment, automation, surveillance and communication applications. The platform enables media display on TVs and provides an easy management system for personal content through the PC. This unique Home Server allows users to manage personal content (such as photos, videos and music), enjoy internet community content (web photo albums and video sharing for example) and display real-time internet content (Internet news, weather, stocks and more) on TVs. It also offers many intriguing features such as multimedia auto sharing across families and communities, Personal Video Recording (PVR), streaming music, IPTV, VOD and many more. Personal broadcasting and commercial content services such as Internet radio, movie rentals or home karaoke services are forthcoming.

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About Streaming21

Streaming21 is a solution provider of seamless on-demand service platform for connected digital home. The platform allows contents and services to flow seamlessly to managed devices over the digital converged industry value chain. Built upon a revolutionary and patented architecture, Streaming21's on-demand service platform embeds streaming and broadcasting engines with broadcast-quality contents and carrier-class scalability. To learn more about Streaming21's solutions and industry leading partners, please visit [www.streaming21.com/](http://www.streaming21.com/).

#### About Microsoft

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