

UpdateLogic to Provide Device Management Services for VIZIO's Consumer Electronic Products

NetReady™ from UpdateLogic allows VIZIO to utilize a common device management service across multiple types of consumer electronic devices

PLYMOUTH, MN – February, 2011. UpdateLogic announces today that it is working with VIZIO to incorporate SecureTV™ and UpdateTV™ - two components of UpdateLogic's NetReady 3.0 device management system for consumer electronic devices – into VIZIO connected devices, which include their upcoming lines of mobile phones, tablets, and Internet routers, in addition to their HDTVs and Blu-ray players with VIZIO Internet Apps®.

“UpdateLogic's services have enabled us to more effectively support and maintain our Internet-enabled products,” said Matthew McRae, Chief Technology Officer at VIZIO. “As we continue to expand our portfolio of connected devices, this support enables us to achieve the goal of providing best-in-class device support for our customers.”

SecureTV and UpdateTV are two components of UpdateLogic's comprehensive NetReady 3.0 device management system for Internet-enabled devices. NetReady 3.0 from UpdateLogic provides benefits for the entire CE ecosystem with the ability to streamline manufacturing logistics, reduce the duration of product development lifecycle, simplify the management of DRM certificates, reduce the cost of customer support, and provide OEMs access to consumer insights and electronic promotion services. NetReady can also generate incremental revenue by enabling new features and securely activating content services on the device post-sale.

“VIZIO has clearly demonstrated leadership in the consumer electronics industry with their innovative and diverse line of consumer electronic products, especially their award-winning products with VIZIO Internet Apps. UpdateLogic is proud to be a technology and service provider to VIZIO and enable VIZIO to standardize on one device management solution, simplify their operational systems, and reduce their overall cost of support”, says Kurt Thielen, CEO of UpdateLogic.

About UpdateLogic

UpdateLogic is the leading third party provider of device management services for Internet-enabled consumer electronic devices. UpdateLogic's device management system called NetReady 3.0 allows OEMs, retailers, silicon vendors, streaming service providers, and call centers to manage DRM security, update firmware, and remotely access any type of Internet-connected CE product. NetReady components have been integrated on platforms from the leading silicon platforms and are shipping in devices from top consumer brands including VIZIO, Sony, Mitsubishi, Sanyo, and Funai (maker of Philips, Magnavox, Sylvania, Emerson brands). For more information, please visit www.updatelogic.com.