



## FOR IMMEDIATE RELEASE

### **DDNi Platform Strengthens Computer and Device OEMs' Customer Relationships**

*DDNi Simplifies, Empowers and Improves the User Experience for Consumers and Small Business*

**CES, Las Vegas, NV – January 5, 2011** – [Digital Delivery Networks, Inc. \(DDNi\)](#), a PC customer-experience company, today announced additional features to the sMYline connected platform. The user experience software is being showcased at the 2011 International Consumer Electronics Show.

sMyline is a customizable program designed to help the user manage their Windows based consumer devices and how they interact with programs, content and cloud based services. The sMyline program can incorporate productivity applications, personal files and entertainment components including music, games, pictures, and videos to give users the power and instant access to their digital content. Additionally, sMYline helps manufacturers lower support costs, warranty costs, and service through proactive messaging to increase OEM's overall operating margins.

"Internet enabled services and an increasing number of connected devices provide tremendous power and value for the consumer. Combined these should result in a better user experience – not one that has fragmented and disjointed offers from OEMs and marketers that are clamoring for a consumer relationship," said Michael Kuptz, CEO of DDNi. "sMYline provides a respectful and trustworthy gateway for unified, relevant and consistent offers across devices."

The sMYline platform is preloaded on computers to help users maximize the value of systems from the first time they are powered on. This includes asking how the systems will be used, recommending relevant software applications and intelligently recognizing connected devices. As the main launch point for PC users, the DDNi sMYline platform can be customized to users' interests, preferences, and specifications.

The device aware sMYline also includes additional features like Video on the Desktop, GreenDisc, Weatherbug and InkLink.

#### **Video on the Desktop**

Right on the desktop is a media player to enjoy your own library of videos or get regularly updated streamed from external video streams. This includes watching Associated Press news videos across favorite categories such as sports, showbiz, business, and world news.

#### **Green Disc**

GreenDisc provides the user with an easy way to upgrade the storage capacity of their computer without a costly hard disk replacement. Specifically, users have the ability to immediately increase their hard drive capacity when they initially set up the computer or can be prompted to upgrade their storage capacity when the platform recognizes the user is running low on disk space.

### **WeatherBug**

As an application on the desktop, WeatherBug provides current conditions from its network of international weather stations, sensors and cameras located at schools, major sports stadiums and public safety facilities across the United States. In addition WeatherBug integrates data from sources such as the National Weather Service (NWS) and World Meteorological Organization (WMO), providing its users access to the largest network of professional weather stations in the U.S. and more than 35,000 locations around the world.

### **InkLink**

A device aware service, InkLink identifies that toner is running low in a connected printer and automatically determines the proper replacements and makes ordering as simple as a few clicks

DDNi provides a turnkey infrastructure for PC companies, distribution partners and retailers to capitalize on a better user experience to increase top line revenues and reduce support costs. The sMYline drives compelling targeted product offers, content and services based on the knowledge of the connected devices combined with specific cloud based services.

For more information about DDNi or to schedule a meeting at the 2011 International CES visit <http://www.ddni.com/company/contact.html>.

### **About DDNi**

Digital Delivery Networks (DDNi) is a PC customer experience company that provides software, infrastructure and digital marketing opportunities to personal computer (PC) companies, distribution partners and retailers. DDNi clients sustain superior application software and internet services and enable contextual marketing during the customers' daily desktop experience. DDNi's proprietary and patented platform allows PC companies and channel partners to create and maintain an ongoing branded relationship with its customers and the opportunity to increase revenues throughout the PC's lifespan. Components of the company's patent pending sMYline platform are utilized by leading PC brands. DDNi is located in Scotts Valley, CA and is a privately held company. [www.ddni.com](http://www.ddni.com) and follow [@DDNiTech](https://twitter.com/DDNiTech)

### **Contact:**

Mark Peterson  
Peterson Communications for DDNi  
831-626-4400  
[mark@petersoncom.com](mailto:mark@petersoncom.com)