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AMBIENT DEVICES RECEIVES USABILITY IMPACT AWARD FOR ITS INFOCASTING DEVELOPMENT KIT AT THE 2007 MITX TECHNOLOGY AWARDS

4th Annual Awards Honor Technology Innovation in New England

Cambridge, MA, June 11, 2007– Ambient Devices was honored with an Impact Award for its Infocast Development Kit and Network at the 2007 MITX Technology Awards. The MITX Technology Awards, presented by the Massachusetts Innovation & Technology Exchange, recognize innovative technologies developed in the New England area, as well as the individuals and organizations responsible for driving these advancements.

In addition, David Rose, CEO and co-Founder of Ambient Devices, was a panelist in the MITX What's Next Forum and Technology Awards ceremony. The panel discussion focused on "What's Next for The Device Web - Emerging User Experiences."

Ambient Devices won an Impact Award for Usability. The Usability category recognizes companies that have developed an innovative technology product or service from any Application Category that has made a significant impact on the customer usability in delivering the technology in terms of navigation and ease of use and allows users to accomplish critical tasks in an efficient manner.

"We have been extremely impressed with the breadth and quality of the nominations this year. They show incredible innovation across a variety of sectors and highlight the vitality of our local technology community," said Kiki Mills, executive director of MITX. "As we continue to enjoy a surge in technology investments in New England, we are proud to showcase the contributions our community is making to global technology development."

"This award is the perfect fit for Ambient Devices, as we believe that the next killer app will be simplicity," said David Rose, CEO and co-Founder, Ambient Devices. "We want to change the way people think about the Internet from a page-based medium that is trapped in the PC, to something that can be peppered throughout the home, providing the right information, in the right context, with zero clicks. The Infocast Development Kit and Network makes it possible for any manufacturer to integrate Internet information into their products."

More than 200 of the region's top technology and business professionals attended the MITX Awards ceremony. The event also included a keynote address by Tim Berners-Lee, director of the World Wide Web Consortium (W3C), who was inducted into the MITX Innovation Hall of Fame, as well as a panel forum on "What's Next for the Device Web – Emerging User Experiences."

The 2007 MITX Technology Award sponsors were Adobe, Backbone Media, Inc., Lewis PR, Microsoft, Oracle and Technology Review, Inc.

About Ambient Devices

Ambient Devices brings Internet information to everyday products. The Company's technology enables effortless access to information, such as real-time weather forecasts, stock market activity, sports scores, and much more – without a PC or internet connection.

Ambient Devices technologies enable products such as the Brookstone Five-Day Forecaster and the LG “Weather Plus” Refrigerator. Ambient Devices branded products include the Orb, a frosted-glass ball that glows different colors to communicate stock market trends, traffic congestion, pollen forecasts, energy pricing and more.

Ambient Devices was founded in 2001 to commercialize patented and patent-pending technologies developed at the MIT Media Lab. The company is headquartered in Cambridge, Massachusetts, and is privately held. For more information, please visit <http://www.ambientdevices.com>.

About MITX (www.mitx.org)

Established in 1996, MITX—the Massachusetts Innovation & Technology Exchange (MITX: “my-techs”) is the leading trade association focused squarely on the intersection of digital technology, marketing and media. Reaching more than 6,000 professionals in New England, MITX is a dynamic and growing community for making meaningful business connections and exchanging innovative ideas. Members of the MITX community take advantage of professional and business development and marketing opportunities, including award recognition programs, sponsorships, speaking opportunities, networking and more than 60 events each year.

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