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AMBIENT BASEBALL SCORECAST IS THE EASIEST WAY FOR FANS TO TRACK THE LATEST SCORES AND STANDINGS AT A GLANCE

Dedicated Device Simplifies Knowing the Score – No Subscription, No Computer, No Set-Up

Consumer Electronics Show, Las Vegas, NV, January 5, 2008– Ambient Devices today announced the Ambient Baseball ScoreCast™, the first dedicated display device that does one, perfect thing for the baseball fan: provide instant, effortless access to line scores for every game, divisional standings and team schedules, throughout the regular and post season.

“Ambient designed the Baseball ScoreCast to demonstrate that there is a simpler, easier and quicker way to get critical information. You no longer need to log on to a computer or wait for TV updates,” said Ert Dredge, Ambient’s Vice President of Category Management. “Anything can happen in a baseball game, division standings change daily, and fans can become addicted to their computer or TV to keep up. As stakes are raised throughout the season, the ScoreCast makes sure that even the Boston fan in Miami and the New York fan in Arizona can quickly and easily keep tabs on bragging rights.”

The Ambient Baseball ScoreCast eliminates the wait for updates on TV or radio, or with internet-based options that suffer from subscription fees, slow connections, or repetitive navigation. The Baseball ScoreCast can be placed anywhere in the home or office, and requires no Internet connection, computer, or set-up. Simply add batteries to receive current baseball data in minutes; 4 “AA” batteries will last an entire season or more. For added utility, ScoreCast also features a clock with always-accurate network time.

ScoreCast is ideal for fans who can’t tune in to live games, fans who track out-of-market teams, or anyone who simply prefers the ease and simplicity of ScoreCast to track their favorite team with just a few clicks. Like all Ambient products, ScoreCast receives data from Ambient’s InfoCast Network, which reaches over 90% of US households today. Users can check to see if their location is covered by visiting <http://map.myambient.com/>.

Ambient ScoreCast data updates every half-inning, and includes extra innings. The device also provides current standings for every team, including wins, losses and home and away records. Schedule information also indicates starting pitchers. Users can independently select team and division information to anticipate daily match-ups. The ScoreCast is 8.15”x 4.9” x 1.1” and includes a kick-stand for table or desktop use.

Pricing and Availability

The Ambient Baseball ScoreCast has a SRP of \$124.99 and will be available from national retailers in April, 2008.

About Ambient Devices

Ambient Devices brings Internet information to everyday products without a PC or Internet connection. The Company’s technologies enable instant, effortless access to dynamic information, such as weather forecasts, stock market activity, sports scores, and much more – with little or no user configuration.

Ambient Devices was founded in 2001 to commercialize patent-pending technologies pioneered 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>.

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