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## **AMBIENT 7-DAY FORECASTER WINS 2008 CES INNOVATIONS AWARD**

*7-Day Forecaster Wirelessly and Automatically Provides Weather Information for 150 US Locations for a Full Week;  
Wins in the Personal Electronics Category*

**Cambridge, MA, December 5, 2007**– Ambient Devices today announced that the Ambient 7-Day Forecaster™ has won the prestigious 2008 CES Innovations Award. Media and analysts interested in viewing and trying out the 7-Day Forecaster can visit Ambient at booth #74445 in the Sands Expo at CES.

“We are honored to be recognized by Consumer Electronics Association,” said Mark Prince, VP of Sales and Marketing, Ambient Devices. “All Ambient products are designed to provide a simple and elegant solution. The CES Innovations Award validates Ambient’s vision, which is to provide instant, effortless access to information.”

The Ambient 7-Day Forecaster automatically displays the current temperature and trend, expected high and low temperatures, and an easy-to-read icon to represent expected weather conditions (e.g., “sunny” or “cloudy” or “rain”, etc.), at a glance. Setup is easy – just plug it in or add batteries (sold separately), and the Forecaster automatically provides data. The Ambient’s Infocast signal reaches over 90% of U.S. households, without any special configuration or subscription fees.

The 7-Day Forecaster features a large backlit 6x6” screen, which shows the current conditions and an extended multi-day forecast for 150 locations in the United States. The screen changes color to indicate current temperature at glance, for example “red” hues = warm, “blue” hues = cold. The color-shifting behavior is a popular feature inherited from the award-winning Ambient Orb.

Unlike local-sensor based devices, the 7-Day Forecaster provides enhanced forecast information including UV Index, wind speed and direction, pollen alerts, and air quality alerts. The product also displays text descriptions of weather conditions.

The Ambient Devices 7-Day Forecaster includes an AC adaptor, and also runs on 4 “AA” batteries (sold separately) for cordless operation. The product has a suggested retail price of \$199, and is available from national retailers such as The Sharper Image and the Frontgate Catalog.

A complete list of forecast locations can be accessed at: <http://ambientdevices.com/cat/150cities.html>

The 7-Day Forecaster is part of Ambient’s newest line of personal display products that deliver on the promise of instant, effortless access to frequently accessed information.

### **About Ambient Devices**

Ambient Devices provides instant, effortless access to information – at a glance. Ambient technologies bring dynamic data to everyday products without a PC or Internet connection. The Company’s technologies enable 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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