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**AMBIENT DEVICES' NEW 5-DAY AND 7-DAY FORECASTERS PROVIDE ESSENTIAL WEATHER INFORMATION INSTANTLY AND EFFORTLESSLY**

*Ambient 5-Day and 7-Day Forecasters™ Provide Local Forecast Information for 150 U.S. Locations; Innovative Device Goes Anywhere in the Home or Office*

**Cambridge, MA, October 1, 2007**– Ambient Devices today announced the Ambient 5-Day Forecaster™ and the Ambient 7-Day Forecaster™. Both products provide current data for 150 U.S. locations, without a computer, an Internet connection, or sensors. The set-up procedure is as easy as “just add batteries.”

“Ambient Forecasters liberate weather information from the Internet and the television,” said Ben Resner, CTO and founder of Ambient Devices. “With an Ambient Forecaster in your home or office, you always know exactly what to wear and when to grab a raincoat or umbrella. Unlike the Internet or TV, the Forecasters provide weather information at a glance, anywhere you need it, in a simple format that is always up to date. You can place these Forecasters in your bedroom, kids’ rooms, a bathroom or dressing room, and they will instantly and effortlessly inform your day.”

The 5-Day and 7-Day Forecasters receive updates from weather sources throughout the day via the Ambient Infocast Network™, which reaches over 90% of U.S households – one of the largest wireless messaging networks in the U.S. today.

The Ambient 5-Day Forecaster has a 4x4” screen and the 7-Day Forecaster has a 6x6” screen. Both show current conditions and an extended multi-day forecast for 150 locations in the United States including 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.) for each day. Both products also include text descriptions conditions, and a color-changing backlight to indicate the current temperature at a glance (blue hues = cold temps, red hues = warm temps). The color-shifting feature is a popular feature inherited from the award-winning Ambient Orb. The 7-Day Forecaster also provides UV Index, wind speed and direction, pollen alerts, and air quality alerts.

The Forecasters are designed for use anywhere in the home or office. They require no sensors, special configuration, or subscription fees.

**Price and Availability**

The Ambient 5-Day Forecaster has a suggested retail price of \$149.99

The Ambient 7-Day Forecaster has a suggested retail price of \$199.99

Both products will be available from U.S. retailers in Q4 2007.

**About Ambient Devices**

Ambient Devices makes products that effortlessly and instantly deliver essential information, at a glance. The Company’s technologies enable access to dynamic information, such as weather forecasts, stock market activity, sports scores, and more, virtually anywhere in the home or office – 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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