



**FOR IMMEDIATE RELEASE**

### **DDNi Expands Support for PC OEMs with Operations in China**

*Partnership with Suzhou-based Exigen Services allows DDNi to increase quality assurance and onsite line testing for a growing list of PC and computer-related manufacturers*

**Scotts Valley, CA – June 10, 2009 – [Digital Delivery Networks, Inc. \(DDNi\)](#)**, a PC customer-experience company, today announced its strategic partnership with Exigen Services, a leading next generation application outsourcing provider. Located amongst all major PC manufacturers' sites in China, Exigen ensures that DDNi's customer-facing software is supported at the first point of entry. The partnership has resulted in solid resolutions and greater partner satisfaction as the implementation time of the DDNi OASIS 2.0 platform has been dramatically reduced.

DDNi's OASIS 2.0 was developed for PC OEMs to deliver their own custom branded platform, improve the user experience, and provide an intelligent, easy-to-use interface that ships with their computers. As DDNi has expanded its operations and offerings, it identified Exigen Services as a partner that was well respected in China and among leading PC OEMs. Exigen's industry knowledge and established relationships allows it to be a true partner in the growth and rapid adoption of DDNi OASIS 2.0 within the major OEMs and whitebox manufacturers.

DDNi recognizes that as a customer facing application, its technology has to be integrated throughout the system to provide a seamless experience. This involves having a ground support team like Exigen at the manufacturing site. Exigen's hands-on team and proper representation of the DDNi OASIS 2.0 platform greatly increases DDNi's overall value to its customers, partners and ultimately the end user.

"Exigen is very excited to work with DDNi and support the adoption of its user experience technology within the PC manufacturing space," said Qili Zhang, general manager at Exigen Services Suzhou. "DDNi's ability to improve the interface and allow individuals to customize their PC experience to their specific interests will change the way in which consumers look to purchase and use their computers. Our expertise and on the ground support at the manufacturing facility has allowed us to step in and make a significant impact at the speed and accuracy in which the software is implemented."

As the main launch point for the PC user, the DDNi OASIS 2.0 platform can be customized to the user's interests, preferences, and specifications. DDNi's intuitive drag-and-drop interface allows the user to add commonly used applications like Microsoft Office, favorite web locations, peripheral devices, and personal preferences into a centralized location. Other personal files and entertainment collections including music, games, pictures, and videos can be added to the DDNi dock framework to give users the power to control their digital content and experience it

how they want to. The drag-and-drop interface can also help users easily create “sharable experiences,” such as a slideshow of a recent vacation with background music, or favorite items on a retail shopping site, that can be spontaneously shared with others via embedded social networking features.

“Exigen’s world class support extends DDNi’s services and overall offering to PC manufacturers at the point of implementation,” said Michael Kuptz, CEO of DDNi. “We look forward to expanding our client base and having the world-class infrastructure in place to drive our growth as an organization and rapid adoption of DDNi OASIS 2.0.”

### **About Exigen Services**

Exigen Services is the leading application outsourcing services provider combining world class skills, recognized expertise in development methodologies, and industry experience to reduce risks, lower costs and deliver results. Exigen Services has pioneered a new approach to global application outsourcing, Outsourcing 2.0 that includes commercial terms to optimize financial alignment between client and vendor. As a result, Exigen Services makes IT outsourcing a much easier and more beneficial undertaking for global enterprises. Exigen Services is a registered trademark of Exigen Services, Ltd.

### **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. DDNi is located in Scotts Valley, CA and is a privately held company.

*Microsoft and Microsoft Office is either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.*

### **Contact:**

Mark Peterson / Bill Cox

Experience Communications for DDNi

831-626-4400 / 208-381-0001

[mark@experiencecom.com](mailto:mark@experiencecom.com) / [bill@experiencecom.com](mailto:bill@experiencecom.com)