



## FOR IMMEDIATE RELEASE

### Leading Netbook Provider SYLVANIA Selects DDNi To Personalize and Enhance Its PC User Experience

*DDNi Aligns SYLVANIA User Interests, Interactions and Applications*

**CES, Las Vegas, NV – January 8, 2010** – [Digital Delivery Networks, Inc. \(DDNi\)](#), a PC customer-experience company, today announced that SYLVANIA has selected its sMYline 2.0 platform for its entire suite of netbook products. SYLVANIA's adoption of DDNi's platform provides its end-consumers with a customized experience that simplifies, organizes and makes navigating its netbooks easier, more enjoyable and more personal.

In conjunction with today's partnership announcement, SYLVANIA is also announcing that many of its customers will benefit from the ability to increase their hard disk space with a few clicks of the mouse, via DDNi's latest technology and product offering, [GreenDisc](#).

SYLVANIA Computers is licensed by Digital Gadgets, an OEM of consumer electronic products and accessories. Recognizing that the next generation of computer user seeks a straightforward appliance for web applications and a conduit to software, services, and content, Digital Gadgets' partnership with DDNi provides a differentiated consumer interaction, a greater affinity towards the SYLVANIA brand and overall stronger connection to the applications that the user interacts with daily.

"SYLVANIA netbooks represent the future of how users leverage and incorporate the web and digital experience into their lives," said Charles L. Tebele, President, Digital Gadgets. "DDNi allows us to differentiate our offerings, provide value-added services and empower the user to customize the way in which they interact with their digital life. As DDNi's service offering and partner ecosystem grows and matures, our SYLVANIA netbook users will benefit with a more satisfying user experience."

DDNi presents an enhanced environment in a dynamic carousel-type format from the first time a user powers on the netbook through the life of that system. The DDNi platform intuitively provides a seamless experience for the user while organizing their computing activity and simplifying their netbook navigation. Installed across both traditional PC computing systems and an increasing number of netbooks, the DDNi interface provides easy access to programs, applications, utilities and services, and content, while allowing the user to personalize preferences, profiles and choices.

"We are very excited to announce this partnership with SYLVANIA netbooks to ensure that their customers are equipped with a user experience that mirrors what their consumers want, need and expect from the SYLVANIA brand," said Mike Kuptz, CEO of DDNi. "DDNi provides an elegant solution to harness the most important applications, programs and content that is relevant and cherished by each individual user. Netbooks might be smaller and lighter, but SYLVANIA is committed to delivering a computing experience that rivals and surpasses the most powerful laptop and desktop systems."

**About Digital Gadgets**

Digital Gadgets develops, manufactures and markets state of the art technology products under the SYLVANIA brand for sale in North America. Previously specializing in mobile computing accessories, mobile music players and accessories, VOIP telephones and power supply devices, the SYLVANIA g netbook is a series of ultra light and portable netbooks to be released by Digital Gadgets under the SYLVANIA brand.

**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.

**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)