Digital Delivery Networks, Inc.

Digital Delivery Networks Showcases New Personalized Experience for PC Users at 2009 International Consumer Electronics Show

Version 2.0 of OASIS Platform Enriches PC Use With User Driven Interface

CES, Las Vegas, NV – January 7, 2009 – Digital Delivery Networks, Inc. (DDNi), a PC customer-experience company, today announced OASIS 2.0, a revolutionary PC software interface for end-users. Developed for PC OEMs to deliver their own custom branded platform, OASIS 2.0 allows PC companies to improve the user software and interface that ship with their computers. Consumers benefit from the ability to tailor their PC experience to best suit their needs and unify how they want to interact with their computer between the desktop, software, online applications and websites. The DDNi OASIS platform will be demonstrated in the Lenovo Product Showcase at the AquaKnox inside the Venetian Hotel at the 2009 International Consumer Electronics Show.

"Over all the years of one vendor beating up another on performance, PC OEMs are moving the battle into who can improve the user experience more," said Rob Enderle, Principal Analyst, Enderle Group. "User experience is the primary battlefield and everything else is a distant second. This focus by vendors as well as OEMs who are going down similar paths, should result in well-differentiated experiences that real people can choose between and an overall improvement in our satisfaction with PC-based products."

As the main launch point for the PC user, the OASIS 2.0 launch site can be customized to the user's 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 including music, games, pictures, and videos can be added to the DDNi interface to give users the power to control their digital content and experience it how they want to – without competing applications trying to switch user preferences. The dynamic 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.

The DDNi platform unifies the user experience beginning the first time the PC is powered on. This is accomplished by streamlining preferences, profiles and user choices to create one-click navigation for users to access local files, websites and web services. Single sign-on and a secure centralized payment center allow the user to only enter these details once for use throughout hundreds of supported sites.

Without OASIS 2.0, users have a disparate PC experience where applications, internet services and web locations have separate starting points, with each requiring distinct logon credentials and payment details for every transaction. As PC OEMs integrate a custom branded DDNi 2.0 platform into their systems, the end result is a more satisfying and secure user experience that builds a long term relationship with the PC OEM beyond the initial PC purchase.

"While PC OEMs have been focused on driving down costs and creating unique external designs, they have missed the opportunity to improve the software interface, customer experience and personalized interactions with their consumers once the PC is turned on. Today's release of OASIS 2.0 represents a significant shift in how users will encounter their PCs from the initial boot through the life of the PC," said Michael Kuptz, CEO of DDNi. "DDNi's focus is on enhancing the PC end-user experience and OASIS 2.0 enables end-users to customize their PC experience with a user interface that evolves with the customer."

DDNi provides a rich ecosystem comprised of thousands of premier software applications, internet services, news and video feeds, search sites, shopping destinations, support services and complementary products for a turnkey infrastructure for PC companies, distribution partners and retailers. The platform also coordinates a dialogue between PC OEMs and their customers to intelligently interact and recommend software, services, support and products that are in context to the end users' PC use. Additionally, OASIS 2.0 helps lower support costs, warranty costs, and service through proactive messaging to increase overall operating margins.

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.

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