



## FOR IMMEDIATE RELEASE

### **DDNi Grows Its Network of Vendors and Service Providers to Enhance PC User Experience**

*DDNi Platform Interactively Presents Solutions, Content and Services Based on PC User's Interests and Needs*

**Scotts Valley, CA – January 22, 2009 – [Digital Delivery Networks, Inc. \(DDNi\)](#)**, a PC customer-experience company, today announced the rapid growth of key partners and vendors joining the OASIS software and services presentation framework.

DDNi continues to expand its ecosystem with retailers, partners and independent software vendors (ISVs). They are quickly recognizing the opportunity and direct channel that DDNi provides them to connect directly with PC users on an individual basis. The DDNi ecosystem incorporates thousands of premier software applications, internet services, news and video feeds, search sites, shopping destinations, support services and complementary products for PC companies, distribution partners and retailers.

“CyberDefender’s partnership with DDNi will be significant in terms of both revenue and market adoption,” remarked Gary Guseinov, CEO of CyberDefender Corporation. “As key OEM manufacturers and retailers turn to DDNi to provide a personalized experience for the individual PC user, the opportunity to present targeted materials and offers will increase our user base and revenues exponentially.”

The DDNi platform is focused on enhancing the PC users’ experience with the computer. As an entry point into the daily use of the computer, the DDNi platform begins unifying the user experience 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. A single sign-on and a secure centralized payment center allows the user to only enter these details once for use throughout hundreds of supported sites within the ecosystem. Once the preferences are set, users are presented with materials that are relevant and of interest to the individual throughout the life of the PC.

“We are committed to investing and growing our network of partners to ensure PC users have a rich set of content and applications to create their own unique PC experience,” said Geoffrey Martin, CMO of DDNI. “The OASIS product provides users with a customizable interface that becomes the single entry point to both applications and websites. Our partners, the PC manufacturers and the end user are all benefiting from the tailored experience the DDNi platform is providing.”

The continuing growth of the DDNi ecosystem improves the overall performance, adoption rate and customer experience. The DDNi platform also matures with the user and ensures that solutions presented are relevant to their interests and presented in an informative manner. For instance, a PC user may express interest in photography software. Navigating the web is a daunting task and typically results in time wasted as the user tries to identify a solution that is compatible with the PC users' computer, camera, specific interests and technical skill level. The DDNi platform presents only the partner solutions that will work with the PC user's hardware. Users have the ability on the OASIS platform to quickly receive a tutorial, understand specifications and requirements and with one click make an-informed purchase that gives them confidence in their selection.

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, DDNi's recently announced [OASIS 2.0 platform](#) helps lower support costs, warranty costs, and service through proactive messaging to increase overall operating margins.

If interested in becoming a partner of DDNi, visit the DDNi website at <http://www.ddni.com/company/contact.html>

#### **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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