



DivX Gives HP MediaSmart TV Full Certification

Award-Winning TV Enables Wireless Streaming of High-Definition DivX Content

SAN DIEGO & LAS VEGAS, Jan 08, 2007 (BUSINESS WIRE) -- DivX, Inc. (NASDAQ:DIVX) announced today that the HP MediaSmart TV SLC3760N is the first digital television to receive full DivX Certification. Critically lauded for its quality and unique feature set, the DivX Certified HP MediaSmart TV is now available in the U.S.

Named a 2006 Electronic House magazine "Product of the Year," the HP MediaSmart TV can stream high-definition DivX-encoded content over wired or wireless networks, from a home theater PC or from HP Media Vault network storage. The TV is designed to bring the full potential of digital content directly into the living room for the first time.

"The addition of DivX Certification to the HP MediaSmart TV unlocks an open ecosystem of digital media that can be seamlessly transferred from the PC to the living room while preserving the kind of high-quality, cinematic experience that home theater aficionados demand," said Kevin Hell, CXO, Partners and Licensing, at DivX. "DivX is working to build a true common digital media language designed to offer true interoperability across converged devices and platforms, and innovative digital televisions like the HP MediaSmart TV are an important piece of that ecosystem."

Products that bear the DivX Certified logo have undergone a rigorous testing program to ensure interoperability, security and visual quality. DivX Certified products enable consumers to create, play and share high-quality video content across a range of devices and platforms. Over 50 million DivX Certified devices from a variety of manufacturers have shipped worldwide.

"We are very pleased to have passed testing required to receive full DivX Certification," said Jan-Luc Blakborn, Director of Digital Entertainment, Americas, HP. "This certification gives users confidence that high-definition video will remain crisp and clear while transferring across home networks to their HP MediaSmart TVs."

For more information on DivX Certification, visit <http://www.divx.com/certification>.

About DivX, Inc.

DivX creates products and services designed to improve the experience of media. Our first product offering was a video compression-decompression software library, or codec, which has been actively sought out and downloaded over 200 million times in the last four years, including over 60 million times during the last twelve months. We have since built on the success of our codec with other consumer software, including the DivX Player application, which is distributed from our website, <http://www.divx.com>. We also license our technologies to consumer hardware device manufacturers and certify their products to ensure the interoperable support of DivX-encoded content. In addition to technology licensing to consumer hardware device manufacturers, we currently generate revenue from software licensing, advertising and content distribution.

Forward-Looking Statements

Statements in this press release that are not strictly historical in nature constitute "forward-looking statements." Such statements include, but are not limited to, statements regarding the quality and potential of the DivX Certified MediaSmart TV and DivX technology generally. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause DivX's actual results to be materially different from historical results or from any results expressed or implied by such forward-looking statements. These factors include, but are not limited to, the risk that customer use of DivX technology may not grow as anticipated, the risk that anticipated market opportunities may not materialize at expected levels, or at all, the risk that the Company's activities may not result in the growth of profitable revenue, risks and uncertainties related to the maintenance and strength of the DivX brand; DivX's ability to penetrate existing and new markets; the effects of competition; DivX's dependence on its licensees and partners; the effect of intellectual property rights claims; and other factors discussed in the "Risk Factors" section of DivX's quarterly report on Form 10-Q filed with the SEC on November 13, 2006. All forward-looking statements are qualified in their entirety by this cautionary statement. DivX is providing this information as of the date of this release and does not undertake any obligation to update any forward-looking statements contained in this release as a result of new information, future events or otherwise.

SOURCE: DivX, Inc.

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