



Yahoo! Announces Winner of "Last Gadget Standing" Event at CES 2008

Eye-Fi Memory Card Represents the Hottest Product With the Most Staying Power

LAS VEGAS, Jan 09, 2008 (BUSINESS WIRE) -- Yahoo! Inc. today announced the winner of the Yahoo! Tech "Last Gadget Standing" competition, hosted by Yahoo! Tech columnist and gadget expert Robin Raskin at the Consumer Electronics Show (CES). The winner is Eye-Fi, a specially designed low-power wireless chip with a 2GB memory card that automatically transfers photos from a camera to a Mac or PC or any of the popular photo-sharing sites and social networks.

The annual "Last Gadget Standing" competition is a live event where ten gadgets duke it out for consumers' affection. Yahoo! Tech's experts reviewed hundreds of products, and with the help of millions of Yahoo! readers, narrowed the list to ten gadgets that represent the most relevant products to consumers' lives, as well as the directions the consumer electronics industry is headed. At the standing-room-only competition, each of the finalists gave a four minute demonstration of their products to the live audience, who then voted for the gadget they felt would make a difference in their lives.

"The experts always have a platform to give their opinions, but 'Last Gadget Standing' gives the consumers a voice on what's going to emerge as our next gadget idol," Raskin said. "'Last Gadget Standing' winners represent the products that people believe will be relevant to their lives for years to come, and not simply disappear once CES is over."

The remaining finalists included:

- Asus Eee PC 4G is a computer that costs only \$399, has a tiny 7-inch screen, runs Linux, and comes with a suite of great software applications.
- The Verizon LG Voyager phone has a touch screen and beneath the flip is a QWERTY keyboard for easy typing.
- Dash Express is an Internet-connected GPS device that gives real-time traffic conditions based on data transmitted from other Dash users. Users can also receive up-to-the minute notifications via Yahoo! Local about everything from movies to gas prices.
- Sansa TakeTV offers a simple and less expensive way to move downloaded TV programs around the house. Using a cradle with standard RCA and S-Video plugs, your TV media is stored on the USB memory stick.
- iRobot's iLooj is a robotic gutter cleaner that will clean a stretch of gutter (60 feet) in ten minutes.
- Toshiba's TDP-EW25U wireless DLP projector can produce an image that casts 41 feet or 1.6 feet, create a 60-inch picture even when it's positioned 2.4 feet away, and accommodates high-definition video.
- The Logitech DiNovo is a wireless keyboard that fits in the palm of a hand and makes it simple to navigate media when a user connects a PC to a TV screen.
- Electric-Spin's Golf Launchpad Tour is a unique golf simulation input device that allows users to play golf in the convenience of their home, with their own clubs.
- Fujitsu's U810 WWAN is an ultra-mobile PC with state-of-the-art connectivity.

"All the finalists for 'Last Gadget Standing' are winners in that they represent ideas that will fuel the imagination of the audience about what technology can do," Raskin added.

Coverage of the "Last Gadget Standing" products and event and other product coverage from CES can be found at <http://tech.yahoo.com>.

About Yahoo!

Yahoo! Inc. is a leading global Internet brand and one of the most trafficked Internet destinations worldwide. Yahoo! is focused on powering its communities of users, advertisers, publishers, and developers by creating indispensable experiences built on trust. Yahoo! is headquartered in Sunnyvale, California.

About Yahoo!'s Tech Experts

Yahoo! Tech (<http://tech.yahoo.com>) experts give consumers plain-English advice and information about choosing and using technology. Yahoo! Tech experts are:

- Chris Null is the "Working Guy" covering office technology and tech that keeps us connected.
- Becky Worley covers everything tech via her video blog, offering a deep look into how the gadgets work.
- Robin Raskin, "The Boomer," focuses on tech that helps boomers stay in touch with family and friends and make better use of their time.
- Gina Hughes is the "Techie Diva" with an eye for design, finding the "it" gadgets for the trend-conscious crowd.
- Dory Devlin is "The Mom" expert and mother of three, covering technology that works for busy moms, kids and families.
- Ben Patterson, the "Gadget Hound," is always on the lookout for the latest and greatest gadgets.

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