



## **Roku Adds New Roku Ready Partners for 2013**

*Apex, Coby, Haier, Hisense, TCL to Showcase New Smart TVs with Roku Streaming Stick at CES*

**LAS VEGAS – Jan. 7, 2013** – As demand for streaming entertainment continues to grow, there is more interest from consumer electronics manufacturers, particularly TV makers who are looking to introduce streaming features to their devices. Rather than invest in building and maintaining their own platforms, many are turning to [Roku®](#). The company today announced six new [Roku Ready® partners](#) – Coby Electronics Corp.; Harman Kardon; Hisense Electric Co. Ltd.; TCL Corp.; Voxx Accessories Corp. and Westinghouse Digital – who join existing Roku Ready partners 3M; Element Electronics; Haier America; Hitachi America, Ltd.; Insignia, a Best Buy brand; OPPO; Sumar Intl., Inc. and TMAX Digital, Inc. (Apex Digital®TVs) in using the Roku Streaming Stick™ to provide an integrated streaming experience for their customers. Many of these Roku Ready partners will introduce their new Smart TVs and devices with Roku at the [Consumer Electronics Show](#) (CES) in Las Vegas. In other news today, Roku also announced “TWC TV Launching on Roku” and “Roku Surpasses 700 Channels with New Services from Best Brands in Streaming Entertainment.”

Most people keep their TVs for six to eight years, yet today’s consumer electronics require regular software updates and enhancements or they quickly become outdated. Even if the software continues to evolve, the hardware often needs upgrades in order to keep pace. Moving the streaming platform to a stick addresses the concern of Smart TVs or other electronics becoming obsolete shortly after purchase as the streaming stick can be replaced, as needed and for a fraction of the cost of the device. Additionally manufacturers benefit from a proven streaming platform that involves very little financial and technical investment.

“Consumer electronics makers are turning to the Roku Streaming Stick to create Smart TVs, projectors, Blu-ray players, digital antennas – and even audio receivers – that give consumers instant access to the highly-rated Roku streaming platform, filled with compelling entertainment and yet incredibly easy to use,” said Chas Smith, general manager of OEM business, Roku. “With 14 CE manufacturers now turning to Roku for streaming solutions, consumers will have many choices in 2013 when shopping for new, innovative and affordable electronics.”



New Smart TVs with the Roku Streaming Stick will be on display at CES from:

- Apex booth #12138, Central Hall
- Coby, booth #12027, Central Hall
- Haier, booth #10939, Central Hall
- Hisense, booth #7243, Central Hall
- TCL, booth #9825, Central Hall
- Westinghouse Digital, LVH, Hospitality suite 360

In addition the 3M Streaming Projector with Roku can be found at booth #30528, South Hall.

### **Roku Ready Devices and the Roku Streaming Stick**

Roku Ready devices are certified to work seamlessly with the Roku Streaming Stick, a completely cordless streaming device about the size of a standard USB flash drive. The Roku Streaming Stick features built-in WiFi, processor, memory and software to deliver the award-winning Roku streaming experience. Once the Roku Streaming Stick is plugged into the MHL (mobile-high definition link) port on the device, it is immediately detected to allow the consumer to use the device's remote for all streaming commands. Like Roku streaming players, the Roku Streaming Stick also benefits from free software updates and channel enhancements. Roku Ready devices bare a Roku logo on their packaging for easy identification, and they can be bundled for sale with the Roku Streaming Stick for additional consumer convenience. For more information, visit [www.roku.com/streamingstick](http://www.roku.com/streamingstick).

### **About Roku, Inc.**

Roku is a leading streaming platform for delivering video, music and casual games to the TV. Roku launched the first player to stream Netflix to the TV in 2008, and today streams more than 700 entertainment channels to millions of devices. Roku streaming players and the Roku Streaming Stick can be purchased from Roku and major retailers in the U.S. Roku players are also available in Canada, the U.K. and Republic of Ireland. Roku was founded by Anthony Wood, inventor of the DVR. The company is headquartered in Saratoga, Calif. For more information, visit [www.roku.com](http://www.roku.com).

Roku and Roku Ready are registered trademarks and Roku Streaming Stick is a trademark of Roku, Inc. in the U.S. and in other countries.

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