



For Immediate Release:

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**AMBIENT DEVICES LAUNCHES THE WORLD'S FIRST
WEATHER-FORECASTING UMBRELLA**

The Ambient Umbrella Illuminates When Rain is in the Forecast; Demonstrates How Ambient Technology Enables Consumer Electronics Companies to Easily Embed Dynamic Information in Everyday Objects

Cambridge, MA, July 30, 2007– Ambient Devices today announced the Ambient Umbrella™, the world's first umbrella that alerts users when rain is expected.

The Ambient Umbrella automatically receives weather data from Accuweather.com via Ambient's Infocast™ Network. Whenever precipitation is expected in the next 12 hours, the Umbrella's handle illuminates to suggest "today is the day to take me with you."

"The Ambient Umbrella perfectly demonstrates Ambient's ability to embed the intelligence of the Internet in everyday objects," said Nicholas Negroponete, member of Ambient Devices' Board of Directors.

"This product proves a point: it's possible to make many types of information as accessible and intuitive to use as time on a clock, without needlessly repetitive website navigation or device complexity," added David Rose, CEO of Ambient Devices.

The Ambient Umbrella's handle illuminates when precipitation is expected, to remind you to carry the Umbrella. The Ambient Umbrella is designed to stand by upright by the door, near a coat rack or in an umbrella stand – so it will be visible whenever you go outdoors. The handle's illumination behavior changes according to the forecast, for example the handle shows soft, intermittent pulses for light rain, and very rapid, intense patterns for thunderstorms.

The Umbrella has a high quality "gust buster" dual canopy design and requires very simple activation via the Ambient Devices customer service phone line. The Ambient Umbrella will provide a year or more of battery life with one "C" cell battery – exceptional performance for an electronic product with "always on" behavior.

Pricing and availability:

The Ambient Forecasting Umbrella has a MSRP of \$125 and is available immediately through national retailers.

About the Ambient Devices Infocast Network™

All Ambient-enabled products receive data over the Ambient Devices InfoCast Network™, a narrowband broadcast solution. The Network reaches over 90% of U.S. households, with excellent in-building penetration in areas inaccessible to other wireless technologies. The Ambient Infocast Network provides very long battery life, which makes it the leading embedded solution for real-time information products with always-on behavior.

Ambient Devices provides a variety of data feeds or “channels,” which include local weather forecasts and traffic reports, stock market activity, sports scores, accurate network time, and more.

About Ambient Devices

Ambient Devices brings Internet information to everyday products without a PC or traditional Internet connection. The Company’s technologies enable effortless access to information, such as current weather forecasts, stock market activity, sports scores, and much more – with minimal user configuration. Ambient Devices licenses its technologies to leading consumer products companies and organizations, and develops and markets its own solutions under the Ambient Devices brand.

Ambient Devices was founded in 2001 to commercialize patent-pending technologies pioneered at the MIT Media Lab. The company is headquartered in Cambridge, Massachusetts, and is privately held. For more information, please visit <http://www.ambientdevices.com>.

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