

ambient

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**PRESS RELEASE**

FOR IMMEDIATE RELEASE

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**LG releases ground breaking wireless technology in home appliance market.**

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For the first time, you can purchase a refrigerator with a wireless Internet connection. Global appliance leader LG has developed a high-end refrigerator that displays how cold it is outside, and the weather forecast for the next five days using wireless technology from Cambridge, Massachusetts based Ambient Devices.

The LG fridge has a 4" screen embedded in the door that shows 5-day forecasts for the nearest city. The display shows high and low temperatures plus condition icons for sunny, cloudy, rain, snow, etc. The fridge shows you the information you get on the evening news, without having to stay up late for the weather man.



The refrigerator door has been a high-profile location for family information in many American homes. Customer research shows that people open their refrigerator door on average 69 times per day. It's a spot that is typically information-central in the home. Now it's finally possible and affordable to add dynamic content like weather, pollen counts, traffic congestion, and sports scores to this highly visible location.

The ubiquity of long-range wireless networks, and the falling cost of chipsets mean that many more appliances will "get smarter." To date, smarter in consumer electronics often means adding

complexity and an infuriating maze of menus. Home appliance makers like LG know that ease of use is paramount. Access to online information needs to be as easy as checking the time.

The first wave of the Internet was to access information through computer, next came smart phones where (given enough patience) you can access the web. The LG fridge signal the beginning of the third wave where information gets embedded into kitchen appliances, clock radios, watches, and more. Ambient is developing a “smart” umbrella with the same technology embedded in the handle. It pulses when it is going to rain so you don’t forget to bring it.

People are interested in new features and functionality but not at the expense of convenience, and ease of use. Now, wireless technologies can spread online information, like weather forecasts, beyond the computer browser. Appliance-makers are eager to embrace the trend of “Internet everywhere” to differentiate their product lines.

Ambient’s technology is ideal for white-goods makers, or any consumer product category where embedding Internet information could enhance the user experience, where customers are price sensitive and installation needs to be ‘plug and play’. Ambient offers the lowest-cost wireless solution with the largest nationwide coverage footprint. Over 90% of the US population is covered by the companies continuous 900 MHz datacasts.

It took LG only 90 days to integrate Ambient’s wireless technology and start production. The product is available now at most Best Buy and Home Depot stores.

Philip Song, LG’s Director of Product Planning likes Ambient’s simplicity, “LG chose Ambient’s wireless network over alternatives like WiFi or Bluetooth because we wanted to keep the customer experience as easy as possible. There are no mandatory customer subscription fees, or router settings to change. Just the fridge simply starts receiving and displaying data when it’s unpacked – it just works.”

According to Ambient’s founder, David Rose, “LG is a great partner and brand to grow with. Weather forecasts are just the start, now that fridge has our chipset it can take advantage of Ambient’s other data-relationships to display stock market trends, traffic congestion, the family’s online calendars, or the real time price of energy to save money and avoid brownouts.”

### **About Ambient**

Ambient’s mission is to make online information as easy to check as the time. Ambient is the pioneer and leader in delivering actionable and relevant online information through glanceable devices supported by its low-cost wireless bit-trickling applications. Founded in 2001 out of MIT’s Media Lab, and headquartered in Cambridge, Massachusetts, Ambient Devices has already achieved profitability, having sold over 50,000 units. In 2003, the company launched the best-selling Ambient Orb, named in the NY Times Magazines "Year in Ideas." Ambient's vision is to embed information in everyday objects, making the physical environment an interface to digital information. Colors glow to indicate energy pricing, analog meters reflect the movement of the stock market, a post-it-note shows you commute congestion, and on rainy days your umbrella lights up so you know to take it with you. The Ambient Information Network powers embedded wireless applications for companies in consumer electronics, transportation, energy, health and wellness, and whitegoods. For more information on Ambient, visit [www.ambientdevices.com](http://www.ambientdevices.com). To purchase products, call: (617) 758-4126 or (866) 311-1999 (toll free).

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