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AUVITEK'S AU8522 Demodulator IC

Drives Hauppauge's HVR-950Q PC-TV Solution

San Jose, CA. – Jan.18, 2008 - Auvitek International Ltd. (Auvitek), a leading supplier of high-performance channel decoder and receiver solutions, today announced that Hauppauge has selected Auvitek's AU8522 ATSC/QAM/NTSC demodulator for use in its WinTV HVR-950Q PC-TV USB stick.

The WinTV HVR-950Q is designed around Auvitek's market leading AU8522 ATSC/QAM channel-decoding IC and enables both viewing and recording of live ATSC High definition Digital TV programs in addition to analog and cable TV programs on a laptop or PC through an USB port without the need to open a computer. The HVR-950Q is easy to install and includes a remote control and the Hauppauge WinTV application software as well as support for the Media Center application which Microsoft includes in the Premium and Ultimate editions of Microsoft Windows Vista. The WinTV application software is compatible with Microsoft Windows Vista, and Microsoft Windows XP. In addition, the HVR-950Q also includes a TV scheduler, and support for the Titian TV Electronic Program Guide.

"By switching to the Auvitek solution, we were able to upgrade the features and performance of our WinTV HVR-9xx series products", noted John Casey, Vice President of Technology at Hauppauge, "We added support for QAM and stereo audio while at the same time achieving greater integration, and lower cost in a very small form factor. We are committed to continuing our leadership in performance and innovation for the PC video market."

"Auvitek's patented and proprietary FADE™ architecture is enabling new solutions in the digital TV market," said Auvitek President and CEO Pete Birch. "We are uniquely able to provide our customers consistent, high-quality signal reception in a small form factor low-power solution. It's ironic that Hauppauge's new USB stick solution receives more ATSC channels, faster and with more consistency, than most of the receivers incorporated in the HD television sets on the market today."

The Auvitek AU85xx family of ATSC demodulator solutions is shipping today in a wide range of end products for both the consumer electronic and personal computer markets, including IP-STBs, digital TVs, PCI cards, and USB PC-TV dongles.

For more information, visit www.auvitek.com or email to sales@auvitek.com.

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About Auvitek

Auvitek International Ltd. is a leading fabless semiconductor company focused on developing ICs for the worldwide Digital Television and Multimedia Convergence markets. With US operations based in Silicon Valley, Auvitek has development sales, and support offices in Shanghai, Shenzhen, Hong Kong, and Taipei. Based on patented FADE™ (Fully Adaptive Demodulation and Equalization) technology, and combined with extremely efficient and unique algorithms, these products offer the highest performance demodulation solutions in the industry. This leading edge technology is helping Auvitek revolutionize DTV design by delivering crystal clear video and audio to the consumer electronics and personal computer markets. Auvitek is backed by leading investors including KLM Capital Group, Scale Venture Partners, Storm Ventures, and VenGlobal Capital.

About Hauppauge

Hauppauge Digital Inc, (NASDAQ: HAUP) is a leading developer and manufacturer of digital TV and data broadcast receiver products for personal computers. Through its Hauppauge Computer Works, Inc., and Hauppauge Digital Europe subsidiaries, the company designs and develops digital video boards for TV-in-a-window, digital video editing and video conferencing. The company is headquartered in Hauppauge, New York with worldwide administrative offices. Further information is available at www.hauppauge.com

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