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## **Verizon Joins RVU Alliance As Founding Promoter**

### ***RVU Alliance to Promote New Remote User Interface For Easy, Multiple Device Entertainment Viewing in the Home***

**EL SEGUNDO, Calif., Sept. 2, 2009** – The RVU Alliance announced today that Verizon will become its fifth Founding Promoter.

Verizon joins Broadcom, Cisco, DIRECTV and Samsung, in the alliance to develop a specification for a new “pixel accurate” Remote User Interface (RUI) that will form the core of the new RVU home networking technology. The objective is to make it simple and easy for consumers to connect multiple electronic devices to create powerful home entertainment systems.

“Joining the Alliance gives us the chance to help lead the industry to an ever-simpler process for integrating consumer electronics into the home entertainment experience,” said Richard Lynch, CTO of Verizon. “Verizon is working to let our customers enjoy their advanced FiOS TV experience throughout the home on any device simply and easily. When adopted by consumer electronics manufacturers, RVU will enable that vision.”

Henry Derovanessian, chairman of the RVU Alliance board of directors and vice president at DIRECTV Inc., said, “Verizon is a perfect fit within the RVU Alliance leadership, strengthening the RVU technology by ensuring it meets the needs of a larger complement of content service provider networks.”

The Alliance’s RVU technology approach, which uses DLNA as its foundation, will be to serve content via a single server in the home that then communicates via IP links with networked devices in the home. Key benefits of this client-server-based, home-network architecture include elimination of set-top boxes, resulting in reduced clutter for consumers and reduced costs for operators, and flexibility for the consumer to view television on any device on the home network while maintaining a common user-experience.

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### **About RVU Alliance**

The RVU Alliance is an Oregon-based non-profit mutual benefit corporation formed to develop a specification for the new RVU technology including a full-featured "pixel accurate" Remote User Interface (RUI). Founding Promoter members are Broadcom, Cisco, DIRECTV, Samsung and Verizon. The RVU Alliance complements and benefits existing industry interoperability initiatives and underscores its founders' commitment to the sharing of digital content in the connected home. For more information about the RVU alliance, please visit [www.rvualliance.org](http://www.rvualliance.org)

### **About Verizon**

Verizon Communications Inc. (NYSE:VZ), headquartered in New York, is a global leader in delivering broadband and other wireless and wireline communications services to mass market, business, government and wholesale customers. Verizon Wireless operates America's most reliable wireless network, serving more than 87 million customers nationwide. Verizon's Wireline operations provide converged communications, information and entertainment services over the nation's most advanced fiber-optic network. Wireline also includes Verizon Business, which delivers innovative and seamless business solutions to customers around the world. A Dow 30 company, Verizon employs a diverse workforce of more than 235,000 and last year generated consolidated operating revenues of more than \$97 billion. For more information, visit [www.verizon.com](http://www.verizon.com).

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