



Press release
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Design award to Swedish broadband box

i3 micro technology has received the Excellent Swedish Design award for its set-top box, Mood Box™.

i3 micro technology, the Swedish datacom company that develops and markets products for IP-TV, video streaming and VoIP-products, has received the Excellent Swedish Design award for its set-top box, Mood Box™.

The Mood Box, a next-generation set-top box, is designed to fit into any home, hotel room, or commercial setting by providing users with IP-based real-time TV, video-on-demand, pay-per-view, music-on-demand, Internet browsing, e-mail and more. The Mood Box is part of the Mood™ (Media options on demand) product family, which consists of set-top boxes, various streaming servers, and a management system.

In August 2002, i3 signed a major order with American company General Dynamics Interactive, for the delivery of Mood Box for use in selected hotels around the world.

The Mood Box is designed by the well-known Swedish industrial designer Nikolaus Frank at Frank Etc. in close co-operation with i3 and Ari Hakala at Cadland.

The jury's motivation:

A home electronics product that exudes international design for 2003. Since it is compact and flexible, the box is easy to integrate with the other modern appliances with which it is intended to work together. It is also a fine example of product graphics that have been well adapted to the product and raise its overall impression.

The awards are being presented this year for the nineteenth year in a row by Svensk Form, the Swedish Society of Crafts and Design, which was founded in 1845.

- We have systematically worked with product design as a part of i3's strategy. To us, product design is not just exterior looks, but also functionality and product cost efficiency. To receive the Excellent Swedish Design award is very honoring and additional proof of our products' attractiveness, says Hans Holmberg, President, i3 micro technology.

About i3 micro technology:

i3 micro technology is a Swedish company that was established in 1997. With headquarters in Kista, Sweden, i3 develops and markets products and turnkey solutions for the distribution and reception of digital TV, video and telephony over IP networks. i3 has Servisen Private Equity Fund I & II and Investment AB Spiltan among its investors. For more information about i3, please visit: <http://www.i3micro.com/>

Click here to view pictures: <http://www.newsonline.nu/imgway/index.asp?pmid=21250>

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