



PRESS RELEASE
For Immediate Attention

Imerge Appoints Andy Giles Associates to Handle UK Public Relations

Andy Giles Associates (AGA) is delighted to announce the arrival of Imerge, the leading manufacturer of hi-tech home entertainment media servers, to its premium client portfolio.

Formed in Cambridge in 1997, Imerge was born with the explicit intention to revolutionise the way we store and use media. In 1999, the company invented the 'music server' concept with the introduction of the M1000 SoundServer – the first dedicated audio component with integral hard disk storage and the ability to playback different music in up to 16 rooms at the same time. Imerge has always had its finger firmly on the pulse of leading-edge home entertainment technology, consistently pushing the boundaries with subsequent product generations to lead the way in the expanding media server market – a market it effectively created.

Key to Imerge's success is its investment in R&D, resulting in class-leading hardware and software solutions for media server applications. As well as featuring in Imerge's own server solutions, the company's ever-evolving XiVA 'next-generation media appliance technology' has been licensed to a host of other organisations, including Crestron, Cyrus, Elan, Integra (Onkyo), Linn, Marantz, Revox, Sonance, Speakercraft and Xantech. XiVA stands for 'Crossover of Internet Video and Audio' – a software platform that quickly became synonymous with audio server systems. Today, Imerge is the world's leading supplier of OEM media server technology to the custom installation and premium AV industry, forming the beating heart of Internet-enabled media servers around the globe.

Imerge's own award-winning* media server range continues to set industry standards. Now in its fourth generation with the highly acclaimed S3000, the company's SoundServer line has consistently produced the best-selling music servers in the world, delivering thousands of hours-worth of high-quality audio to multiple rooms – all from a single, elegantly designed chassis.

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Alternatively, if it's the ultimate next-generation AV entertainment experience you're after, look no further than the new MS1 MediaServer** and XiVASafe ultra-secure storage system – the world's most advanced management and archiving solution for high-definition music and movies.

All Imerge products are designed for purpose and built to last, with top-level reliability and excellent customer support. Unlike competing products, which require new hardware to make significant upgrades, Imerge components are updated via firmware downloads, with multiple, scalable system configurations available to suit the end-user. Peace of mind is central to the Imerge experience, delivering ultra-robust storage and, with top-level systems, a 'concierge-style' service that notifies the installer of any maintenance requirements automatically, thus helping to make the customer experience completely transparent.

Once installed, the end user interacts only with the graphical user interface; or, as Imerge calls it, the 'human interface'. Simple, elegant, yet exceptionally powerful, the operation of all Imerge components is steeped in the core belief that digital technology should enhance one's lifestyle, not work against it. Imerge calls this philosophy 'Coding for Life'.

Imerge's expertise with both hardware and software, and its holistic approach to the system and its user, has kept the company ahead of the chasing pack – a dream ticket for consumers and installers alike.

Primary press contact for Imerge is Tim Bower, one of AGA's four principle partners.

"Andy Giles Associates is delighted to be working with Imerge, a pioneering company making state-of-the-art home entertainment products," said Tim. "Everything Imerge produces is designed in-house from the ground up and engineered to the highest possible standards. The company's latest product generation combines awesome flexibility, class-leading reliability, a brilliant user-interface and outstanding audio/video quality, delivering an entirely new home entertainment experience. It's a formidable range by any standard; the new benchmark by which all pretenders should be measured."

Cameron Wade, CEO of Imerge, commented:

"Imerge has come a long way in the past year; a new team has brought a new focus. With the launch of our latest product lines, we needed a partner that shares the virtues of the pioneering spirit that fuels our company. Those virtues are instilled within Andy Giles Associates, a group just

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as passionate about new technologies as Imerge. We're looking forward to great things with the associates; the exposure the Imerge brand will receive is invaluable."

The Imerge Media Server Range

- S3000 SoundServer
- MS5000 MediaServer
- MP1000 Network Media Player
- MS1 + XiVASafe Hard Disk Media System

The 'Imerge Experience' is here: a new dawn in audio-visual entertainment for the home. For more information about Imerge and its products, visit: www.Imerge.co.uk

Andy Giles Associates will be acting as Imerge's media representatives with immediate effect, and will shortly be arranging one-to-one demonstrations of Imerge's latest technologies to select members of the press. If you would like to witness the future of hi-tech home entertainment, please contact Tim Bown on 020 8654 8945, or email: tim@andygilesassociates.co.uk

** Australia, January 2009: The Imerge MS5000 high-definition audio/video server has won the 'Best Content Management Server' category in Smarthouse's Best of the Best Awards 2009 – the latest in a string of international awards for the company's products.*

*** The Imerge MS1 MediaServer has been nominated in the 'Most InAVative Video Processing or Distribution Product' category in the prestigious Technology InAVation Awards 2009.*

Press Contact for Imerge

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About Andy Giles Associates

Andy Giles Associates (AGA) is the UK's leading specialist PR agency for consumer technology. AGA clients include Absolute Sounds, Boston Acoustics, Crystal Audio, Denon, Gadgetshop, KEF, Fatman, IsoTek, Marantz, Meridian Audio, Monster, NAD, Omnimount, PSB, Roth Audio, Ruark, SIM2, Sound Technology, TEAC, Velodyne, Vita Audio and The British Federation of Audio.

www.andygilesassociates.co.uk