



Hauppauge Introduces \$49 PCI Express TV tuner

Low Cost WinTV-HVR-1250 Supports NTSC/ATSC and Clear QAM Digital Cable TV on a Half Height Board

2008 International CES, Las Vegas, South Hall 4 - Booth #35328 (January 7th, 2008):

Hauppauge Digital, Inc. (NASDAQ: HAUP), the world's leading developer and manufacturer of analog and digital TV receiver products for personal computers, announced today at CES 2008 the introduction of the WinTV-HVR-1250. At an MSRP of \$49, it is the lowest cost PCI Express TV tuner available on the market today.

The WinTV-HVR-1250 allows PC users to watch, pause and record analog NTSC cable TV, ATSC high definition digital TV and clear QAM digital cable TV on their Windows XP or Vista PC, in a window or full screen.

Designed for both end users and PC system integrators, the WinTV-HVR-1250 is a half height PCI Express board. PCI Express is the new style of PC add-in cards, now available in most desktop PCs. PCI Express has the advantage of a smaller form factor and higher performance than the older PCI bus, which has been used in PCs since 1998.

To make the WinTV-HVR-1250 more affordable to PC users and still deliver high performance, it supports Hauppauge's SoftPVR and SoftMCE software MPEG-2 encoders. SoftPVR and SoftMCE are software driven MPEG-2 encoders which allow the recording of analog NTSC cable TV onto a PC's hard disk in a compressed format without needing an expensive hardware MPEG encoder.

In addition, the WinTV-HVR-1250 uses its TV tuner to receive analog and digital TV programs. NTSC analog cable TV plus ATSC and clear QAM digital TV can all be received with the single tuner on-board the WinTV-HVR-1250.

WinTV-HVR-1250 comes bundled with Premium certified drivers for use with Vista Media Center, plus the new Hauppauge WinTV version 6 application, for TV watching with Windows XP and Vista

Home Basic. WinTV v6 allows Windows users to watch, pause or record analog or digital TV on their PC screen, in a window or full screen. Through the new button arrangements, WinTV version 6 also gives optimal handling of TV watching and recording operations. The most important functions for everyday use, LIVE-TV, PAUSE, RECORD and PLAY, are found on a separate Taskbar underneath the TV window and can be activated quickly. These new buttons are in addition to the popular "snapshot" tray, the "channel surf" and "always-on-top" buttons. The 'single click no-title mode', where in one click of the mouse all buttons are removed and only TV remains in a resizable window, is one of the key features of WinTV version 6.

WinTV-HVR-1250 will be available in January through retailers and distributors in North America. MSRP is \$49.- for the basic model with the Hauppauge remote control.

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 administrative offices in New York, Singapore, Taiwan, Ireland and Luxembourg and sales offices in Germany, London, Paris, The Netherlands, Sweden, Italy, Spain, Singapore and California. The Company's Internet web site can be found at <http://www.hauppauge.com>. Hauppauge and WinTV are registered trademarks of Hauppauge Computer Works, Inc. Other product or service names herein are the trademarks of their respective owners .

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