



PRESS CONTACT:
Belinda Banks, Caroline Rubenstein
S&S Public Relations, Inc.
847-955-0700
belinda@sspr.com, caroline@sspr.com

HAUPPAUGE DEBUTS PORTABLE MediaMVP® MEDIA PLAYER FEATURING 7-INCH SCREEN

**LargeScreen Wide-Format 16:9 LCD Display is Perfect for Viewing MPEG-4
and DivX® Movies; Also Stores/Plays Digital Pictures, MP3 Music and Much More**

CONSUMER ELECTRONICS SHOW, LAS VEGAS, NV — January 7, 2005 — Hauppauge Digital, Inc. (NASDAQ: HAUP), a leading developer and manufacturer of digital video, TV, and data broadcast receiver products for personal computers, today announced its new **Portable MediaMVP®**, an all-in-one multimedia storage/playback device, at the 2005 International Consumer Electronics Show in Las Vegas. Combining small size, a 20 Gigabyte hard disk drive and a wide format 7-inch LCD display with video/audio recording capability, the Portable MediaMVP allows anyone to enjoy videos, movies, music, photos and much more, anywhere and anytime they wish.

Hauppauge's Portable MediaMVP is the ultimate personal entertainment device. The unit's 20GB hard drive is large enough to store dozens of movies or thousands of MP3 music files, and is also capable of holding an entire photo collection. Users can enjoy the Portable MediaMVP when traveling for business or pleasure; what's more, the device can be connected to a TV using the A/V cable set (included), making it a perfect platform for viewing videos or photos at home or in a hotel room.

"Unlike some Personal Media Players, the Portable MediaMVP doesn't sacrifice screen size for portability," said Ken Plotkin, CEO of Hauppauge Digital, Inc. "This unit is like a personal home theater system in the palm of your hand."

16:9 LTPS Display Technology

The Portable MediaMVP utilizes a high-end Low Temperature Polycrystalline

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Silicon (LTPS) liquid crystal display to bring big-screen excitement to the world of Personal Media Players. The 7-inch display has a 16:9 widescreen format with a 854 x 640 resolution and has a 170-degree viewing area for clear, bright playback regardless of user angle.

Adding to the unit's movie/video enjoyment is the ability to store and play both MPEG-4 and DivX® videos. These cutting-edge video formats provide a theater-quality sound and visual experience; other supported formats include XVID, Microsoft WMV and Apple QuickTime. Individuals can also record TV shows in MPEG-4 or, with Hauppauge's SoftPVR™ and WinTV (not included), in DivX format for later playback.

Music, Photos

The Portable MediaMVP doubles as a top-notch MP3 player thanks to its large storage capacity and easy onscreen navigation. Users can download and enjoy WMA as well as MP3 files from a PC, or record voice or music in MP3 format.

As a photo organizer, Hauppauge's new PMP device holds thousands of JPEG or GIF files. Users can even view whole photo albums—vacations, birthdays, family get-togethers or other occasions—as a slide show with music background.

Accessories

In addition to its Li-polymer battery, the Portable MediaMVP can be run on 12v power, making it easy to use in car, boat, or motor home. The unit comes with a 12v power adapter for connection to any 110v wall outlet.

Other accessories included with the Portable MediaMVP are a carrying case, USB 2.0 cable (also supports USB 1.1), stereo ear buds, and A/V cable for connection to any composite video TV (PAL or NTSC).

Pricing and Availability

Hauppauge's Portable MediaMVP Media Player is priced at \$699.00 (MSRP) and will ship in Q1 of 2005. The unit is on display during 2005 International CES from Hauppauge's exhibit, Booth 36614, South Hall 4 (Upper Level) of the Las Vegas Convention Center.

For more information about the Portable MediaMVP, or any of Hauppauge's other digital video TV and data broadcast receiver products, visit www.hauppauge.com.

About Hauppauge Digital:

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>.

Certain statements in this Release constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company, or industry results, to be materially different from any future results, performance or achievements expressed or implied by such forward-looking statements. Such factors include, among other things, those described in the Company's filings with the Securities and Exchange Commission, including, but not limited to, the Company's Annual Report on form 10-K for the fiscal year ended September 30, 2002.

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