



NEWS

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Samsung Chooses ESS's 8-channel Sabre Audio DAC For Its New Blu-Ray Player

FREMONT, Calif., August 27, 2008— ESS Technology, a leading provider of high performance audio/video solutions, today announced that its Sabre Premier 8-channel Audio DAC is shipping in volume in Samsung's new 5th Generation Blu-Ray Players, BD-P2500 and BD-P2550.

Audio enthusiasts will appreciate the true studio quality, exceptionally wide sound stage and unmatched clarity of the BD-P2500/BD-P2550's 7.1-channel analog audio output powered by the ESS Sabre Premier audio DAC (ES9006). With patented Hyperstream™ architecture and Revolver Dynamic Matching, the Sabre Premier delivers the best-in-class performance of any Blu-Ray player in the market with up to groundbreaking 120dB dynamic range and -102dB total harmonic distortion. In addition, a patented time-domain Jitter Eliminator allows Sabre Premier to reproduce audio free from clock jitter common in digital interconnect such as S/PDIF and HDMI.

Robert Wong, vice-president of marketing and worldwide sales for ESS Technology, commented, "Most audiophiles prefer a high performance analog audio option instead of digital when it comes to high fidelity music and sound reproduction. Using ESS Sabre Premier Audio DAC ES9006, Samsung is now able to deliver audiophile-worthy 7.1 channels analog

performance in a consumer Blu-Ray player.”

The Samsung BD-P2550 Blu-Ray player will be available for demos September 3 - 6, 2008, at the CEDIA show in Denver, Colorado. Appointments may be scheduled by calling Wendy Chafer at 510-492-1180.

About ESS Technology

ESS Technology, Inc. designs and markets high-performance audio/video products for the consumer market.

ESS's Vista™ product line features high-definition solutions such as the Phoenix and Phoenix-II series of HD-Enhanced DVD processors, 1080p Video Up-converters, HDMI transmitters, Sabre series of Hyperstream™ audio digital-to-analog converters and other products for digital television.

ESS's Sabre Hyperstream™ audio digital-to-analog converter series, consisting of *Sabre Reference* and *Sabre Premier*, is the world's first 8-channel audio DAC solution to bring true professional digital audio to the mass consumer home entertainment market. The *Sabre series* has already been designed into the world's most prestigious audiophile equipments for 2008 shipment, including Blu-ray player, CD/SACD player, and A/V preamp etc.

ESS, a wholly-owned subsidiary of Imperium Partners LLC, is headquartered in Fremont, California, and has R&D, sales, and technical support offices worldwide. ESS Technology's web site address is: <http://www.esstech.com>.

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), a wholly owned subsidiary of Samsung Electronics Co., Ltd., markets a broad range of award-winning, advanced digital consumer electronics and home appliance products, including HDTVs, home theater systems, MP3 players, refrigerators and laundry machines. A recognized innovation leader in consumer electronics design and technology, Samsung is the HDTV market leader in the U.S. and is the only manufacturer that produces all four major digital television technologies. Please visit www.samsung.com for more information.