



**** MEDIA ALERT ** MEDIA ALERT ** MEDIA ALERT ****

EXCLUSIVE HD CONSUMER ELECTRONIC EVENT AT SAN FRANCISCO'S AT&T PARK
View NCAA's March Madness on the Newest Generation of Consumer Entertainment Devices

WHAT: Celebrate Sigma Designs 25th year anniversary with top industry executives from Microsoft and Sigma for fun, food and beverages while watching NCAA teams compete for a chance to make it to the Sweet 16 in HD. You'll have the chance to witness the latest in cutting edge technology for consumer entertainment viewing.

DEMONSTRATIONS INCLUDE:

- Microsoft IPTV Edition Platform demonstrations
- Live and Multi-Channel viewing of NCAA games
- Sigma media processor capability demonstrations
- Blu-Ray players, UWB based HD-streaming, and more

All media in attendance will receive a chance to win one of four Microsoft Zunes; as well as a chance to win an Xbox360. Backstage guided tours of the AT&T Park are also available.

WHO: You'll also have an opportunity to speak one-on-one with these executives on consumer entertainment topics, such as:

- The evolution and future of television
- Next generation HD media viewing
- The ongoing high definition DVD standards battle
- Wireless HD-media streaming.

WHEN: Friday March 23rd 2:00 pm – 6:00 pm PDT

WHERE: San Francisco, CA
AT&T Park
Club Level (1st base side)

RSVP: SigmaDesignsParty@atomicpr.com

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