ClearOne.

September 6, 2011

ClearOne Acquires MagicBox

The Acquisition Significantly Broadens ClearOne's Current Offerings and Expands Its Digital Signage Product Portfolio with Industry-best Tools for Content and Playlist Creation and Management

SALT LAKE CITY, Sept. 6, 2011 /PRNewswire/ -- ClearOne (NASDAQ: CLRO), a global communications and entertainment solutions company, today announced its acquisition of MagicBox, Inc. The acquisition is a part of the company's broader strategy to capitalize on emerging market opportunities as audio video, information technology, unified communications and traditional digital signage converge to meet enterprise and commercial multimedia needs.

"The combined expertise of the two companies brings to the market, the only complete, end-to-end digital signage content management and IP streaming solution," said Zee Hakimoglu, Chairman and CEO of ClearOne. "The MagicBox content management and control technology and their industry leading database integration software are the perfect compliments to ClearOne's StreamNet™ systems."

Privately-held MagicBox, headquartered in Corvallis, Oregon and founded in 1995, designs, develops and markets a variety of hardware and software solutions to deliver digital content and information to digital displays.

"MagicBox and ClearOne have complementary products for a broad spectrum of applications," said Tom Searcy, founder of MagicBox. "One of the single-most challenging requirements for any digital signage provider is the ability to distribute content over a wide-area network while maintaining control and scheduling alignment. StreamNet technology delivers low-latency HD distribution over IP which is a perfect fit with MagicBox's content creation, scheduling, database integration and digital signage domain expertise."

The acquisition presents both companies with new global market opportunities and accelerated product development. It also brings economies of scale to MagicBox, which will be leveraged to execute go-to-market strategies.

About ClearOne

ClearOne is a global communications solutions company that develops and sells conferencing, collaboration, multi-media streaming and connectivity systems for audio, video, and web applications. The reliability, flexibility and performance of our advanced comprehensive solutions enhance the quality of life through better communication, education, and entertainment.

We develop, manufacture, market, and service a comprehensive line of high-quality audio conferencing products under personal, tabletop, premium and professional categories. We occupy the number one position in the global professional audio conferencing market with nearly 50% of the global market share. Our conferencing solutions save organizations time and money by creating a natural environment for collaboration.

NetStreams, a ClearOne brand of residential products, delivers the ultimate IP A/V experience by distributing high definition audio and video over TCP/IP networks. NetStreams' products, designed for commercial and residential use, offer unprecedented levels of performance, functionality, simplicity, reliability, and expandability. By combining audio/video content, meta-data and control signals into one stream and incorporating industry standards, NetStreams' newly patented StreamNet™ solutions are a smart investment, enabling the Power of AV over IP™ today.

NetStreams' StreamNet technology provides elegant solutions for streaming media & control applications such as digital signage, distribution of HD video and audio, LAN Cloud Matrix Switching™, and audio paging over data networks.

About MagicBox

MagicBox, Inc. provides leading solutions in the digital signage industry. The MagicBox platform allows for ease-of-use content creation, scheduling, and management. It provides toolsets that enable end users to combine text, graphics and multi-media content from any location. MagicBox's exceptional database integration software creates an automated information display using several database types including SQL, Oracle, Exchange, XML, Excel, and more.

http://www.b2i.us/irpass.asp?BzID=509&to=ea&s=0

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