



## **Radiospire Networks 2007-2008 Public Relations Campaign**

When Radiospire decided to break into the hot, but already crowded, wireless HD connectivity space, the company called on SVM to help set it apart from the competition and raise its visibility among display and consumer electronics (CE) manufacturers. To accomplish this goal, SVM created a two-pronged approach involving outreach to the analysts and trade media influencing the engineering communities and standards bodies, as well as a broader set of messages aimed at driving excitement for the technology among consumers.

From message development and national media outreach to securing speaking opportunities at major industry events, SVM gave Radiospire a platform from which to distinguish itself from the competition and get its story heard by the key industry influencers driving the market. The press that resulted, which included a high-profile mention by *The New York Times*' most influential technology columnist, David Pogue, helped put Radiospire on the map and establish the company as a credible player in a red hot space.

### **Analyst Briefings**

ABI Research  
Creative Strategies  
IDC  
In-Stat  
iSuppli  
NPD Group  
Parks Associates  
Strategy Analytics  
West Technology Research Solutions  
The Yankee Group

### **Media Briefings**

*CE Pro*  
*DIGITIMES*  
*E-Commerce Times/ECT News Network*  
*Electronic Design*  
*ExtremeTech*  
*GigaOM*  
*HDTV Magazine*  
*Mass High Tech*  
*Playback / Ultimate A/V*  
*Popular Science*  
*Wireless Net DesignLine*



## **Media Coverage**



[“Wireless HD - The Next Generation of Connectivity?”](#)

Electronic House – July 11, 2008



[“HDMI Extenders”](#)

Sound & Video Contractor - July 1, 2008



[“Wireless Pot Pourri Serves Diverse Applications”](#)

Electronic Design – May 8, 2008



[“Wireless HD Is the New Front in a Standards War”](#)

GigaOM – April 9, 2008



[“60GHz In Our Future?”](#)

Wireless Net DesignLine – March 11, 2008



[“Wireless HD Video: Raising the UWB Throughput Bar \(Again\)”](#)

Wireless Net DesignLine – February 19, 2008



[“East vs. West: The Battle for the Tech Consumer”](#)

Mass High Tech – January 18, 2008



## The New York Times

[“Same Old Electronics Show, With Some Intriguing New Ideas”](#)

The New York Times – January 10, 2008



[CES Trend: Streamers](#)

Popular Science – January 6, 2008



[“Wireless A/V Cable Replacement Using the AirHook Interface”](#)

Digital TV DesignLine – January 2, 2008



[“Radiospire Showcasing AirHook Wireless Technologies at CES”](#)

Engadget – December 25, 2007



[“AirHook Expands Consumer Control of Wireless HDTV”](#)

TV Technology – December 14, 2007



[“Generation Next: Gadgets for 2008”](#)

The Boston Globe – December 9, 2007



[“Radiospire: Raising the Antenna for Wireless HD”](#)

E-Commerce Times – December 5, 2007



[“Interview with Paul Powers, CEO of Radiospire”](#)

Home Toys – December 2007



[“Radiospire Networks AirHook Chipset”](#)

Übergizmo – November 8, 2007



[“Startup Radiospire Has Sights on Wireless HDTV”](#)

ExtremeTech – November 7, 2007



[“New Wireless Chipset Can Deliver Uncompressed HDTV to Many Rooms”](#)

HDTV Magazine - October 23, 2007

## COMPUTING BLOG

[“Stirring the wireless stew”](#)

EE Times - October 22, 2007