

**Press Release****FOR IMMEDIATE RELEASE****CONTACT: Jon Edwards, Sunset Studios 310-277-0901****DATE: March 10, 1999****HEADLINE: Sunset Studios Media Design Brings Residential Gateway to Los Angeles and San Francisco Design Centers' IdeaHouse™ Programs****BODY:**

If you are looking to take your home office and home communications capability into the 21st century, media systems consultant Sunset Studios has developed the residential gateway as an approach to connecting with new broadband Internet services coming to a home near you. Within the Los Angeles Pacific Design Center and San Francisco Design Center to the North, "Gateway @ Ideahouse" is an outreach and education program demonstrating cutting edge capabilities primarily to the Architectural & Interior Design communities.

"The IdeaHouse Program may just look like a home displaying the finest in residential furnishings available at these design centers", offered Jon Edwards, president of Sunset Studios. "But we are addressing an important audience, with the latest in a variety of media and technology lifestyle trends available to those building homes right now."

Yes, communications and entertainment are now fully integrated and accessible from every room in the home. The IdeaHouse is a showcase for the advanced media systems that would rival that of a corporate boardroom. That is because Sunset Studios has been designing and installing 35mm theater, conference systems and boardroom media systems for entertainment companies like Warner Bros. Studios as well as other industries since 1991.

"As a producer of visual effects in the 1980's," relates Edwards, "I saw the merging of film and entertainment with the electronic and digital media. The rising power and dropping cost of the computer together with the next generation Internet network will fundamentally change how we communicate as a culture, far beyond email. I have always been challenged as a designer with how we will interact with this new digital media within the home and office. The key to the digital future is a new commodity called 'bandwidth'."

The "Gateway @ IdeaHouse" program has combined manufacturers of products from IBM, Pacific Bell, Siemon Home Cabling and Philips Electronics into seamless integrated systems for the home. Not only can the Siemon Residential Cabling solution economically connect the telephone, televisions and network the computers within the house together with a single ISDN connection using 3Com's OfficeConnect™ ISDN/ LAN modem. The Ultrahome cable provides future digital bandwidth and flexibility to accommodate any broadband multimedia service such as xDSL that may appear on the visible horizon.

Working with ISM's home networking solution, the Home Director system can link diverse systems such as lighting control, heating & cooling & security, allowing them to share information and even create routines. The result: forgotten lights and appliances are turned off while temperatures are adjusted, with the push of a single "Good Night" button appearing on the Philips FlatPanel plasma TV. Suddenly, the doorbell rings a distinctive tone on the telephone. With another single button, you tune to the security camera at the front door. It is your son asking for forgiveness for coming home late and forgetting his key.

With confusion as the single common denominator in deregulation and the transition to digital media, Sunset Studios achieves the goal of seamless integration of the variety of technologies involved. As a consultant to residential builders and companies refurbishing buildings or hotels for the digital age, Sunset Studios is prepared with the cost-effective solutions to bring their clients forward to the next millennium.