



InPhaseTechnologies

innovations in holographic storage

INPHASE TECHNOLOGIES' TAPESTRY™ 300R HOLOGRAPHIC STORAGE PRODUCT IS NAMED "BEST OF WHAT'S NEW" IN 2007 BY POPULAR SCIENCE MAGAZINE

First Commercial Holographic Storage Product Delivers on Decades of Technical Innovation; Three-Dimensional Storage a Breakthrough in Optical Recording

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LONGMONT, CO – InPhase Technologies, the world's leader in holographic data storage, today announced that its Tapestry 300R holographic storage product has been selected as the "Best of What's New" for 2007 by Popular Science magazine. The holographic Tapestry system is the first commercially-available holographic drive and media, leveraging decades of innovation.

InPhase boasts numerous patents associated with its development of the Tapestry 300R drive, which stores 300 gigabytes (GB) of information on a single 5 ¼-inch disc, at a transfer rate of 20 megabytes per second (MB/s), or 160 megabits per second (Mb/s), to deliver the highest-capacity optical storage solution on the market.

"The miracle of three-dimensional storage, long sought as a scientific innovation that could deliver great promise, has now been realized, and we are grateful for having been honored by Popular Science as one of the 'best of what's new,'" said Nelson Diaz, CEO and president of InPhase Technologies. "Soon enough, consumers will reap the benefits of this technology, which offers vastly greater storage and transfer rates than any optical media that has ever been developed."

In addition to high storage densities, fast transfer rates, and a 50-year shelf life, holographic storage is more cost-effective than tape or optical media, does not require special environmental controls, offers true write once/read many (WORM) performance, is easily integrated with asset management and archiving software, and records video exactly as originally recorded, adding no additional compression.

"For 20 years, **Popular Science's** Best of What's New awards honor the innovations that a make positive impact on life today and change our views of the future," says Mark Jannot, Editor-in-Chief of **Popular Science**. "**PopSci's** editors evaluate thousands of

products each year to develop this thoughtful list, there's no higher accolade **Popular Science** can give."

About Best of What's New

Each year, the editors of **Popular Science** review thousands of products in search of the top 100 tech innovations of the year; breakthrough products and technologies that represent a significant leap in their categories. The winners — the Best of What's New — are awarded inclusion in the much-anticipated December issue of **Popular Science**, the most widely read issue of the year since the debut of Best of What's New in 1987. Best of What's New awards are presented to 100 new products and technologies in 10 categories: Automotive, Aviation & Space, Computing, Engineering, Gadgets, Green Tech, Home Entertainment, Home Tech, Personal Health and Recreation.

About Popular Science

Founded in 1872, **Popular Science** is the world's largest science and technology magazine; with a circulation of 1.3 million and 6.8 million monthly readers. Each month, **Popular Science** reports on the intersection of science and everyday life, with an eye toward what's new and why it matters. **Popular Science** is published by Bonnier Active Media, a subsidiary of Bonnier Corporation.

About InPhase Technologies

InPhase Technologies is the leading developer of holographic data storage recording media and systems. Based in Longmont, Colorado, InPhase was founded in 2000, and is comprised of some of the storage industry's leading executives and scientists. InPhase is funded by venture capital investors New Venture Partners LLC, Signal Lake Ventures, Newton Technology Partners, Yasuda Enterprise Development, Japan Asia Investment Company, Nanotech Partners LLC, and Mr. B.J. Cassin. Corporate investors are Hitachi Maxell, Ltd., Bayer MaterialScience AG, and ALPS Information Technology Fund. For more information on InPhase, please visit the company's Web site at www.inphase-tech.com.

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EDITOR'S NOTE: If you would like a color photograph of Liz Murphy, vice president of marketing for InPhase Technologies or a color photograph of the InPhase Tapestry media or holographic drive, please contact Chris Pfaff at c.pfaff@att.net or 201-218-0262.