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## WiQuest Unveils Nationwide “Why are You Wired?” YouTube Contest Entrants Showcase Creative Uses for Needless USB Cables

**ALLEN, Texas – Sept. 18, 2008** – WiQuest Communications, Inc., the acknowledged worldwide leader in WiMedia-based ultrawideband (UWB) solutions, today unveiled its first-ever “Why are You Wired” YouTube contest – a contest to demonstrate how users are freeing themselves of cumbersome USB cables and enjoying the convenience of Wireless USB-enabled products.

The contest is being launched on the heels of WiQuest’s recent announcement that WiQuest is the sole Wireless USB solution provider for Kensington’s ground-breaking Wireless USB Docking Station and that WiQuest’s complete Wireless USB solution has been selected by Imation for the company’s new Apollo™ Pro WX external hard drive – a high-performing, wireless personal area storage device that offers a secure, no-touch, wireless backup solution for hassle-free back-up and storage of personal data. The contest also celebrates the launch of WiQuest’s advanced Wireless USB next generation platform.

To launch this contest and to highlight how Wireless USB enables the “Wireless Workspace™”, WiQuest has posted its own YouTube video as an example of the kind of fun entrants may have producing their own submissions. Beginning at midnight Eastern Time (ET) on Sept. 18, 2008, through WiQuest’s YouTube Channel, [www.youtube.com/whyareyouwired](http://www.youtube.com/whyareyouwired), YouTube subscribers who are at least 18 years of age can submit their own original video - three minutes in length or less – that humorously, dramatically or otherwise, demonstrates what they would do with all of those no-longer-needed USB cables should they receive a new, certified Wireless USB computer system and Wireless USB peripherals.

A list of the top ten finalists will be determined by WiQuest judges and posted on the WiQuest Channel on Nov. 24, 2008, with the contest ending at 11:59 p.m.ET on Dec. 5, 2008. The contest winner will be the entrant of the video that receives the highest total number of online views from the contest’s top ten finalist submissions.

The winner of the WiQuest YouTube Contest will be notified by Dec. 9, 2008, and will receive a complete Wireless Workspace™ (approximate retail value of \$3,000) comprised of a Dell XPS M1730 laptop PC equipped with Wireless USB, a Kensington Wireless USB Docking Station, and an Imation Apollo Pro WX wireless external hard drive. The winner’s video and likeness may also be featured in subsequent promotions by WiQuest.

“The YouTube community has continually shown the creativity, originality, and humor in portraying the most important signs of our times. Tapping their interests in the ultra-mobile Wireless USB lifestyle, we are asking them to develop original videos that show what they would do with all of those superfluous USB cables that still tether their lives to various gadgets,” said Steve Perna, WiQuest president and CEO. “We look forward to seeing what the YouTube audience submits and to awarding the grand prize to the contestant who best exemplifies all the benefits of Wireless USB.”

To coincide with the launch of this YouTube contest, a dedicated Web site has also been developed that showcases a number of exciting Wireless USB products powered by WiQuest technology – [www.whyareyouwired.com](http://www.whyareyouwired.com). Visitors to this new Web site will be able to see 360 degree pictures of the latest products from Dell, Lenovo, Belkin, D-Link, Imation, and Kensington – all enabled with WiQuest’s award-winning, performance leading Wireless USB technology.

WiQuest Wireless USB technology is based on the Wireless USB specification from the USB Implementers Forum. For more information about the WiQuest YouTube contest and official rules, please visit the official WiQuest YouTube Channel at [www.youtube.com/whyareyouwired](http://www.youtube.com/whyareyouwired).

**About WiQuest Communications**

WiQuest Communications, Inc. has been named the number one ultrawideband (UWB) complete solutions provider as reported in ABI Research's 2008 UWB Vendor Matrix. WiQuest's complete solution portfolio includes silicon, software and manufacturing designs. WiQuest's world class technology and technical support enable a new class of "off-the-shelf production" wireless connectivity to PC, digital entertainment, consumer electronics and mobile systems.

Founded in September 2003, WiQuest's strong team comprises thousands of years of collective industry semiconductor, software, and systems experience, resulting in dozens of successful high-volume product implementations including Wireless LAN, DSL and Ethernet solutions. To learn more about WiQuest, please visit [www.WiQuest.com](http://www.WiQuest.com).

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