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A/V Industry Pioneer Sam Runco Joins WiSA Association Advisory Board to Promote Interoperable High-Definition Wireless Audio in the Home

SUNNYVALE, Calif., August 8, 2012 – The Wireless Speaker and Audio ([WiSA™](#)) Association today announced that Sam Runco, an Audio/Video (A/V) industry veteran and founding member of CEDIA (Custom Electronic Design & Installation Association) has joined the WiSA Advisory Board to support the promotion and broad adoption of wireless audio speaker technology in the home. Fellow Advisory Board members include [Aperion Audio](#), DEI Holdings, Inc. (parent company to [Polk® Audio](#) and Definitive Technology), [GGEC](#), [Hansong Electronics Co.](#), [Klipsch® Group, Inc.](#), [Meiloon Industrial Co.](#), [Pioneer Corporation](#), [SHARP Corporation](#), [Silicon Image](#) and [Summit Semiconductor](#).

Sam Runco has more than 30 years of experience in the home theater industry and is the founder of Runco International, a leader in products and services for custom HD home theater video displays. Mr. Runco is also the recipient of CEDIA's Lifetime Achievement Award and an inductee in the Consumer Electronics Hall of Fame.

"WiSA-compliant speakers are the first to provide consumers with a superior quality, interference-free, wireless surround-sound experience while offering interoperability with other WiSA-compliant CE components," said Sam Runco. "I am looking forward to help guide the implementation, interoperability, and evolution of this exciting wireless home audio technology."

The WiSA Association is an industry group dedicated to promoting high performance wireless audio in the home theater market by delivering the industry's first interoperability specification and compliance testing programs for manufacturers of high-performance wireless speakers, DTVs, Blu-ray Disc players, and other consumer electronics (CE) devices. Consumers will be able to outfit their home entertainment system with WiSA-compliant speakers and components from any participating vendor with the assurance that the devices will interoperate with each other and provide the highest standard in HD wireless surround sound audio.

"We are thrilled to have Sam bring his extensive expertise and leadership in home theater innovation to the WiSA Advisory Board and are looking forward to have him join us in setting a new standard for high-performance wireless audio," said Jim Venable, president of the WiSA Association.

WiSA Association at CEDIA Expo – Indianapolis, September 5-8, 2012

The WiSA Association will be an exhibitor in [sound room 6 at the CEDIA Expo](#), providing product demonstrations of member companies' 7.1 surround sound solutions which are based on the WiSA Compliance Test Specification (CTS). If you are with the media and would like to schedule a demonstration at CEDIA Expo, please contact Linda Ferguson at lcourtneyferguson@comast.net. If you are a manufacturer and would like to learn more or receive a presentation and demo, please contact Stacey Lee Messam at smessam@wisaassociation.org.

Opportunities to participate in the WiSA Association exist for Members and Associate Members. Companies and organizations interested in joining the group are welcome to contact the Association. The application to join and information about membership fees can be found at www.wisaassociation.org.

About the WiSA Association

Established in 2011 and headquartered in Sunnyvale, California, the Wireless Speaker & Audio (WiSA) Association is an industry group dedicated to bringing reliable, high-performance interoperable wireless audio products to the consumer. The Association is responsible for developing specifications and performing testing and interoperability certification of WiSA-certified products, Association administrative management, and outbound marketing campaigns to promote the broad adoption of WiSA interoperability. WiSA, LLC, the agent for the WiSA Association, is a wholly owned subsidiary of Silicon Image, Inc. (NASDAQ: SIMG). For more information about the WiSA Association, visit www.wisaassociation.org.

Forward-looking Statements

This news release contains forward-looking statements within the meaning of federal securities laws and regulations, including, but not limited to, statements regarding WiSA's certification and testing program, the features, functionality and benefits of WiSA-certified products and the market potential and demand for and growth in the adoption of WiSA-certified products. These forward-looking statements involve risks and uncertainties, including those described from time to time in Silicon Image's filings with the Securities and Exchange Commission (SEC), which could cause the actual results to differ materially from those anticipated by these forward-looking statements. Silicon Image assumes no obligation to update any forward-looking statement.

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