

First TV Series Devoted to Lifestyle Electronics and High-End Custom Installation in Celebrity Homes

NEW YORK -- (BUSINESS WIRE) -- DIY Network, the go-to-destination for home improvement, is set to announce Hollywood Hi-Tech (wt), the first TV series devoted to home electronics and high-end custom installation in celebrity homes, at the 2011 International CES, the world's largest technology tradeshow.

On Thursday, Jan. 6 at 6:30 p.m. PT, DIY Network will reveal never-before-seen clips from the show at a launch party at the Crazy Horse Paris Theater in MGM Grand. Series host Janna Robinson, special guests featured on the show, as well as leaders from the electronic industry will all be in attendance. Members of the media may register for this event by e-mailing Frank Doris at frankdoris@optonline.net

"While other TV shows have occasionally included short segments about custom-installation home entertainment, it's never been the focus, much less had an entire TV series devoted to it," noted Ross Babbit, DIY Network's vice president of programming partnerships and special projects. "With the launch of Hollywood Hi-Tech (wt), that is about to change, as we bring the latest and greatest technology for the home to a new, nationwide audience."

DIY Network's Hollywood Hi-Tech (wt) documents lifestyle-technology expert Janna Robinson as she uses innovative gear to give celebrities' homes the ultimate high-tech makeover. Premiering in June 2011, the series will feature A-listers including reality-TV star Khloe Kardashian, basketball champion Lamar Odom, Entourage stars Kevin Connolly and Jeremy Piven, and Transformers star Josh Duhamel. The celebrities themselves will be involved throughout the makeover process, from the initial consultation to the unveiling of the finished room.

Though A-list homes are the focus of the series, from lighting to electronics to whole-house technology, the program will be full of helpful information any consumer can use when evaluating and choosing hi-tech options for their own homes. Legendary home-theater designer Theo Kalomirakis is a consultant on the series, which has the support of the custom-installation trade organization CEDIA. Offering real solutions for real people, Hollywood Hi-Tech (wt) covers the best technology in home audio and video components, whole-house control systems, wireless security webcams, and more.

"Hollywood Hi-Tech has taken the often complex word, 'technology,' and is making it approachable, personal, simple and fun!" says Leslie Dance, Kodak vice president of brand marketing and communications. "At Kodak, our history is rooted in making the complex simple. Our long-held promise - 'You push the button, we do the rest' - lives on in the digital age with intuitive, smart technology that allows consumers to capture, share and create more easily. This TV series is a game changer, and Kodak

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is honored to be part of announcing it today.”

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