



## FOR IMMEDIATE RELEASE

### Media Contact:

Global Caché/Rusty Keller  
408-270-1300  
rusty.keller@globalcache.com

## Global Caché and NOBÜ Sign Strategic Alliance Agreement

*Companies Team up to Deliver Optimized Solutions for Home Technology Market*

**Las Vegas, NV – January 9, 2003** – (International CES 2003 Booth #25199 and Booth #25203/Lunch@Pieros)

Global Caché and NOBÜ, both providers of products that enable technology in homes, announced today they have signed a strategic alliance agreement that will enable their companies to work closely together in developing, optimizing, and marketing innovative and affordable products aimed at the home technology market.

Global Caché's first product, the GC-100 Home Network Adapter, is designed to connect common household devices and appliances to an Ethernet network. Utilizing an exclusive modular mix-and-match hardware design, the Home Network Adaptor can be configured for each individual installation by adding any required module to the main GC-100 enclosure. The GC-100 connects Ethernet networks to IR devices, serial devices, digital I/O and relay switches

NOBÜ provides a wide range of standard and custom monitors, touchscreens, and touchpanel PC solutions for simplifying and enhancing the user experience.

"We're pleased that the folks at NOBÜ are teaming up with us to provide tightly coupled and affordable solutions aimed at the home technology market," said Walt Keller, President of Global Caché. "With the market changing from proprietary-based home automation and control systems to an open system and standards based environment it is essential that companies like Global Caché and NOBÜ work closely together to ensure that our products are one hundred percent compatible and that we are developing the right products for the market."

"We are really looking forward to working with Global Caché to provide easy to use and affordable solutions to the home technology market," said Robt Williams, NOBÜ Director of Sales and Marketing. "With the dramatic expansion of the market, we know that partnerships like this are important and will be extremely helpful in delivering the best solutions possible to our customers."



The products provided by NOBÜ and Global Caché address the growing number of homes with high-bandwidth Internet and networking capability and enable the use of PC-based software to control and automate diverse devices throughout the home quickly and simply.

Look for Global Caché at booth #25199 and in NOBÜ's booth #25203 during CES in Las Vegas on January 9<sup>th</sup> through the 12<sup>th</sup>.

#### **About Global Caché, Inc.**

Global Caché, based in Silicon Valley, is dedicated to producing state-of-the-art products that enable technology in homes. Our debut product, the Home Network Adapter, provides the means for network-based home automation and management software to access, control, and deliver services in a networked home to diverse and previously unconnected devices and appliances. Global Caché sells direct to installers and system integrators, and through distributors and OEMs. For more information on Global Caché and our products and services or to place an order, visit online at [www.globalcache.com](http://www.globalcache.com) or call us at 408-270-1300.

#### **About NOBÜ**

NOBÜ, is a privately-held manufacturer of high-quality plasma/LCD PC touchscreen products for clients in residential, commercial, and the industrial sectors. Launched in February 2001 by two industry veterans - Robt Williams and John Frei. - the company has headquarters in Costa Mesa, CA and 3 additional sales and support offices nationwide. NOBÜ designs and creates a number of custom tailored products for clients and vertical markets including nuclear power plants, sports stadiums, schools, and restaurants. NOBÜ sells direct to installers, system integrators, and through distributors, authorized dealers and OEMs. For information on NOBÜ products feel free to visit us online at [www.nobu-usa.com](http://www.nobu-usa.com).