



FOR IMMEDIATE RELEASE

AMBIENT FOUNDING MEMBER OF GLOBAL ASSOCIATION PROMOTING STANDARDS AND INTEROPERABILITY FOR PLC

Universal Powerline Association is Launched

Boston, MA, January 10, 2005 – Ambient Corporation (OTCBB: ABTG), a leader in Power Line Communications (PLC) technology, announced its strong support and belief in global coexistence and interoperability standards for PLC technologies. The launch of the Universal Powerline Association (UPA) unites the major players in the PLC arena to strongly promote industry standards. UPA strives to advance worldwide deployment of interoperable PLC, and Ambient as a founding member actively supports the efforts of UPA.

UPA aligns industry leaders in the global PLC market to cover all arenas in both access and in-home PLC technology to ensure a level playing field for the deployment of interoperable or coexisting PLC products to the benefit of consumers worldwide. The UPA members share a vision of openness and will share specifications and help develop standards and regulations globally.

Co-Founding UPA board member and Ambient President and CEO, John J. Joyce stated, "Standards are one of the keys to bringing down the cost of equipment and to achieving broad worldwide acceptance of PLC. Our participation in the UPA, which is the first truly global PLC organization to cover all markets and all PLC applications, demonstrates our recognition of the significance of standards. We hope that other stake-holders in the industry such as, utilities and service providers, will join us in this effort."

Ram Rao, Ambient's Chief Network Architect said, "The UPA will not select or promote a single technology. Rather, by developing and offering specifications to appropriate international standards setting bodies, including IEEE, ETSI, CENELEC and CISPR, the UPA will strive to ensure that multiple technologies and applications can coexist or interoperate on the common and shared medium of power lines."

About Ambient Corporation

Ambient Corporation (OTC BB: ABTG) is a development stage company engaged in the design, development and marketing of equipment and technologies that utilize existing electrical power medium voltage and low voltage distribution lines as a medium for the delivery of broadband and other communication services. The use of an electric power distribution system as a high-speed communication medium is commonly referred to as "power line communications" or "broadband over power lines." Visit us at www.ambientcorp.com.

About the Universal Powerline Association

The Universal Powerline Association (UPA) is an International not-for-profit trade association working to harmonize global standards and regulations in the fast developing powerline communications market. The UPA aims to catalyze the growth of PLC technology by delivering UPA certified products that comply with the specified standards and regulations. All products and applications designed around UPA guidelines will coexist or interoperate. This can range from simple coexistence to full interoperability. Products and applications range from, the most performance demanding back haul optical switch to customer premise equipment that delivers broadband access power line to the myriad of home networking appliances; from power line to Ethernet gateways for triple-play and home-networking applications, to consumer electronics appliances including Media Centre PCs, Digital TV, MP3 players, networked set-top boxes and PVRs; indeed all types of audio or video appliances. The UPA provides all PLC players the opportunity to respond to key customer expectations with open standards, based on interoperability, security and coexistence and supported by exclusive and independent certification, the only global guarantee of quality and confidence for high-speed power line technology available today. Members of the UPA include Ambient Corporation, Ascom, Corinex Communications, DS2, Itochu Corporation, Ilevo (Schneider Electric Powerline Communications), Sumitomo Electric Industries and TOYOCOM. For more information, visit www.upapl.org.

This press release may contain forward-looking statements that involve risks and uncertainties. These statements may differ materially from actual future events or results. Readers are referred to the documents filed by Ambient Corporation with the SEC, including the company's most recent report on Form 10-KSB and 10-QSB, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements. Ambient is a trademark of Ambient Corporation registered in the U.S. Patent and Trademark Office.

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