



**For Immediate Release**

## **AMBIENT DISPLAYS TOTAL PRODUCT SOLUTION AT UPLC**

### ***Unveils Newly Branded Website; Photo Gallery Adds Important Visual Experience***

**San Diego, CA, January 30, 2006 – Ambient Corporation (OTCBB: ABTG)**, a leader in Broadband over Power Line (BPL) solutions, announced it is displaying its entire product line at the United Power Line Council's (UPLC) show in San Diego, CA, which opens today. Ambient's unique opportunity to display its equipment both as part of the UPLC utility tour and the BPL Demo greatly adds to the prestige of the UPLC event.

Ambient's demonstration will include such applications as BPL enabled Voice over Internet Protocol (VoIP), demand-side management/load control, automated meter reading (AMR), a BPL-enabled Wi-Fi hotspot, video surveillance and conferencing and next-generation online gaming. Along with the demonstrations of BPL-enabled applications, Ambient will showcase the latest versions of its product line, including the X-Node, overhead and underground couplers, simultaneously supporting both present-generation and next-generation BPL technology. Enhanced versions of Ambient's industry-leading inductive coupler technology and its new Network Management System (NMS) will also be shown.

Ambient is also launching its new website, adding such features as case studies, product specifications, solutions sheets, a dramatically different investor relations page, easier navigation and a web-based email system to better keep its subscribers informed of Ambient's news and activities. The Company's newest enhancements include new white papers and a comprehensive photo gallery of Ambient's deployments. For the first time, the public will be able to see photos of Ambient's progress and deployments. The site was co-developed with Boston Web Designers.

"Ambient's presence at the UPLC BPL Demo, coupled with their new website, effectively communicates the value proposition of BPL for utilities and landlords, as well as the benefits for consumers and ISPs. Whether you are looking for information about the technology, the business case, or regulatory issues, customers will have the opportunity to see it in person or via the Ambient website. Moreover, the website provides detailed information about the latest industry developments," stated Brett Kilbourne, Director of Regulatory Services and Associate Counsel for the United Telecom Council (UTC) and noted industry expert.

### **About Ambient Corporation**

Ambient Corporation, a development stage company, is a pioneer in the Broadband over Power Lines (BPL) industry. Engaged in the design, development and marketing of patented BPL equipment and technologies, Ambient utilizes proprietary technology and in-depth industry experience to provide optimal solutions for the Utility and Multi-Dwelling Unit (MDU) markets. Headquartered in Newton, MA, Ambient is a publicly traded company (OTC BB: ABTG). Visit Ambient at [www.ambientcorp.com](http://www.ambientcorp.com).

### **About Boston Web Designers**

Boston Web Designers, a division of MBA Team, is a web design and software development firm located in Tewksbury, Massachusetts. Boston Web Designers identifies its customers' short and long-term goals, creating marketing and product campaigns, branding and effective web solutions, with designs that are original and tailor-made. Boston Designers' clients range from small groups to large high-tech software development companies. The first impression of a website is always the lasting one, and Boston Web Designers firmly believes this! Visit Boston Web Designers at [www.bostonwebdesigners.net](http://www.bostonwebdesigners.net).

*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.*

# # #

MEDIA CONTACTS:

**Ambient Corporation**

Anna E. Croop

Director of Corporate Communications

(617) 332-0004

[anna.croop@ambientcorp.com](mailto:anna.croop@ambientcorp.com)