



Mohu Launches AirWave at CES

ARTICLES

TIME 10 of the Coolest Gadgets From CES 2017

“ While cord-cutting has improved the binge-watching experience in many ways, its Achilles heel has always been its lack of local broadcast TV offerings. Antenna maker Mohu hopes to address this with its new Airwave, a \$150 wireless antenna that brings local channels to platforms like Roku, Apple TV, Fire TV, Android, and iOS...

recode The TV industry is facing a crisis and needs to immediately embrace new business models

“ A lot of the TV-related technology on display at CES either works with or around the current system. An increasing number of connected TV devices are incorporating some kind of over-the-air element. I saw boxes and other hardware from Mohu, Sling and others designed to capture OTA broadcast signals and incorporate them into a next-generation user interface.



Attention cordcutters: Mohu AirWave bundles your local TV channels into handy app form

“ ...the company's new AirWave antenna is looking to deliver over-the-air channels where cordcutters want them: Straight into the streaming video device they're already using, where they live side-by-side with Netflix, Amazon, Hulu and the like. In other words, no more switching inputs to watch live over-the-air TV.

Mashable This gadget adds what's missing to live TV streaming

“the AirWave sounds like an ingenious way to easily add over-the-air channels to the pool of content available to cord-cutters. Services like DirecTV Now and Sling TV offer strong lineups, but the one thing they've struggled with the most is integrating local channels. Mohu's service solves that problem...

WIRED THE WORLD JUST MOVED ONE STEP CLOSER TO CORD-CUTTER UTOPIA

“ ...clever devices unveiled at CES this week bring that vision of cord-cutting heaven a bit closer to reality by putting everything you could ever want to watch in one place, in one cohesive interface. This week [Mohu] introduced the AirWave, a \$150 wireless antenna that brings broadcast TV to Apple TV, Roku, or any other streaming device. AirWave pulls in a broadcast signal like any antenna, but from anywhere in your home. No need for an ungainly cord. More importantly, it pushes live content to an app that lives alongside Netflix, Amazon Video, Sling, and others. Live TV becomes just another app.

BUSINESS INSIDER 9 gadgets I saw at the biggest tech show of the year that you might actually want

“ Mohu has been making simple HDTV antennas for years, but the AirWave is its first stab at making them smarter... the idea is sound for cord-cutters.

THE NUMBERS

Jan 4-9

115+

TOTAL PIECES OF COVERAGE

17+

MEDIA BRIEFINGS & DEMOS

4

INDUSTRY RECOGNITIONS
Tom's Guide, 9to5Toys, Techlicious & Engadget

8

PUBLICATIONS NAMED "BEST OF CES"
TIME, CNET, WIRED, Business Insider, TWICE, InfoWorld, TechSpot & Cord Cutter News

1,657+

NUMBER OF SESSIONS

73.7%

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