



INFORMATION PRESSE

Cisco France

Véronique Jaffro – vejaffro@cisco.com

Tel : 01 58 04 31 90

Hill & Knowlton

Agnès Gicquel – agnes.gicquel@hillandknowlton.com

Nathalie Ayache – nathalie.ayache@hillandknowlton.com

Tel : 01 41 05 44 48 / 29

Cisco finalise l'acquisition de Pure Digital Technologies

- Pure Digital est un pionnier dans le développement de solutions vidéos destinées au grand public.
- Les collaborateurs de Pure Digital rejoignent le « Consumer Business Group » de Cisco qui comprend notamment la division « Linksys by Cisco ».
- Jonathan Kaplan, chairman et CEO de Pure Digital, devient Senior Vice President et General Manager de la structure.

#####

Cisco Completes Acquisition of Pure Digital Technologies, Makers of Flip Video™

SAN JOSE, Calif. – May 21, 2009 – Cisco today announced it has completed its purchase of Pure Digital Technologies Inc. San Francisco-based Pure Digital, creator of the best-selling [Flip Video™ brand](#), is a pioneer in developing consumer-friendly video solutions with mass-market appeal.

The acquisition of Pure Digital is key to Cisco's strategy to expand its momentum in the media-enabled home and capture the consumer market transition to visual networking. The acquisition will take Cisco's consumer business to the next level as the company develops new video capabilities and drives the next generation of entertainment and communication experiences.

With the close of the acquisition, the Pure Digital team becomes part of Cisco's Consumer Business Group, which includes Linksys® by Cisco® home networking, audio and media-storage products. Jonathan Kaplan, chairman and CEO of Pure Digital, becomes senior vice president and general manager of the combined organization, reporting to [Ned Hooper, senior vice president, Cisco Corporate Development and Consumer](#).

Cisco, (NASDAQ: CSCO), is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Information about Cisco can be found at <http://www.cisco.com>. For ongoing news, please go to <http://newsroom.cisco.com>.

###

Cisco, the Cisco logo, Cisco Systems, and Linksys are registered trademarks of Cisco Systems, Inc. in the U.S. and certain other countries. All other trademarks mentioned in this document are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. This document is Cisco Public Information.