



**For Immediate Release**

## **FCC Establishes Standards for Broadband over Power Lines**

### **Removal of Regulatory Uncertainty Will Allow Ambient to Aggressively Focus on Marketing**

**Newton, MA, October 19, 2004 - Ambient Corporation (OTCBB: ABTG)**, a leader in Access Broadband over Power Line technology (BPL), greeted with enthusiasm the October 14, 2004 rulemaking by the Federal Communications Commission (FCC) that provides regulatory guidelines for the provisioning of BPL.

John J. Joyce, Ambient's CEO, stated, "The FCC has established a road map that clearly lays out the rules and eliminates the guess work and doubt as to what the regulatory climate will be for this extraordinary technology. Freed from this uncertainty, utilities will be less tentative about committing to BPL, investors will more aggressively pursue investment opportunities in BPL, and, most importantly, we at Ambient can move to a new level of marketing this valuable technology, focusing our considerable expertise on bringing BPL to the marketplace. We view this rulemaking as a ringing endorsement by the FCC of BPL."

Recognizing the legitimate concerns of licensed radio services, the FCC established new technical requirements for BPL devices that require, among other things, that BPL avoid specific frequency bands and frequency exclusion zones to protect aeronautical and aircraft communications.

Dr. Yehuda Cern, Ambient's Chief Engineer stated, "We are not at all surprised with the safeguards promulgated by the FCC. Ambient, as a leading innovator has consistently taken seriously the concerns of the amateur radio operators and others and thus we have been developing and testing the technology necessary to address their stated concerns". Dr Cern added, "At our pilot site in Briarcliff Manor, New York, our technology has been proven effective in eliminating interference on bands where harmful interference has been claimed. We will continue to work with our technology partners, especially DS2, to enhance that capability throughout our build-out at Briarcliff Manor as well as in other pilot sites."

### **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](http://www.ambientcorp.com).

*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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