



## NETGEAR BRINGS THE EXTRAORDINARY WORLD OF NATIONAL GEOGRAPHIC PHOTOGRAPHY TO YOUR WALL WITH MEURAL

*Exclusive Contract Makes The Meural Canvas The First and Only Digital Frame Partner for Nat Geo*



**December 11th, 2018 — NEW YORK, NY – [NETGEAR®, Inc.](#) (NASDAQ:NTGR)**, the leading provider of networking devices that power today’s smart homes and small businesses, has signed an exclusive agreement to deliver the remarkable world of National Geographic photography to the Meural Canvas—a smart art frame product that joined the NETGEAR family in August 2018. The first selection of iconic images lands in the Meural art library today.

The contract encompasses 500 photographs from the celebrated National Geographic Image Collections. Curated selections of images will become available in the Meural Art Library on a revolving basis over the next two years. Meural Canvas users can expect to see their walls come alive with photography from [Nat Geo’s Photo Ark project](#)—a major initiative by photographer Joel Sartore to create portraits of the world’s diverse wildlife species to inspire conservation—as well as special collections from Nat Geo’s most iconic images, vintage photography, and photographer-led stories. Major content moments will center around National Geographic’s just-announced focus for the year ahead “Starstruck: A Celebration of Space,” timed with the 50th anniversary of the moon landing, and a second storytelling focus which will be revealed publicly next year.

“National Geographic’s aim is to tell the stories that matter. By leveraging new technology platforms, like social media, to help bring the Nat Geo Image Collection to broader audiences, we can deepen its impact. We see the Meural Canvas as a compelling new media storytelling platform, and a dynamic, interactive way to

deliver the wonder of National Geographic photography into people's homes," says Alice Keating, SVP National Geographic Image Collection.

NETGEAR acquired Meural in August 2018, expanding upon its successful connected home product offering, and advancing the company's vision of a fully connected world. Through a combination of Meural's proprietary hardware product, the Meural Canvas, and a library of 30,000 licensed artworks, Meural acts as a new media distribution platform for the visual arts. The Meural Canvas is differentiated by Meural's patented TrueArt technology, a combination of hardware software, and firmware that combine to deliver a realistic art viewing experience, including a signature matte, anti-glare display. Controllable via gesture, voice (Amazon Alexa), desktop, or mobile app, the Meural Canvas empowers users to interact with art every day.

"National Geographic is one of the most beloved and trusted brands in the world," says David Henry, senior vice president of Connected Home Products for NETGEAR. "With Meural, NETGEAR aims to bring a beautiful, engaging lifestyle product into homes across the world, and connect consumers to a constant flow of visual inspiration, discovery, and delight. In terms of organizations with rich visual content to share, National Geographic is at the very top, and we are thrilled to offer a new way for audiences to engage with the powerful, educational, visually arresting photography in the National Geographic Image collection."

With the announcement of the National Geographic Image Collection content partnership, along with a recently inked contract with the Norman Rockwell archive and the Saturday Evening Post, NETGEAR continues to invest in premium content from beloved content purveyors for the Meural brand. The first installment of the National Geographic Image Collection's 500 photographs is available in [Meural's Art Library](#) starting today, with new content releases rolling out on a regular basis.

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**About Meural:**

Meural combines the best of art, technology, and design, to create products that make us feel something. Founded in 2014 by Vladimir Vukicevic and Jerry Hu, Meural was acquired by NETGEAR in August 2018. We are building a future in which art fills every blank wall, and everyone can become a patron of the arts. To that end, we've developed a patented platform for discovering, customizing, and interacting with visual art in your everyday life. Through both our hardware product, the Meural Canvas smart frame, and my.meural—the expertly-curated library that powers it—the Meural platform empowers users to display over 30,000 artworks, and interact with them using voice, gesture, web, or mobile app. Under the trusted umbrella of NETGEAR—the innovative leader in connecting the world to the internet—Meural becomes an even more powerful platform for bringing the joy of art to the people—in their homes, offices, and anywhere else art can live. More information is available on [Meural.com](#). Connect with Meural on [Twitter](#), [Facebook](#), [Instagram](#), and [Pinterest](#).

**About NETGEAR, Inc.**

NETGEAR (NASDAQ: NTGR) is a global networking company that delivers innovative products to consumers, businesses and service providers. The company's products are built on a variety of proven technologies such as wireless (WiFi and LTE), Ethernet and powerline, with a focus on reliability and ease-of-use. The product line consists of wired and wireless devices that enable networking, broadband access and network connectivity. These products are available in multiple configurations to address the needs of the end-users in each geographic region in which they are sold. NETGEAR products are sold in approximately 27,000 retail locations around the globe, and through approximately 23,000 value-added resellers, as well as multiple major cable, mobile and wireline service providers around the world. The company's headquarters are in San Jose, Calif., with additional offices

in approximately 25 countries. More information is available from the [NETGEAR Investor Page](#) or by calling (408) 907-8000. Connect with NETGEAR on [Twitter](#), [Facebook](#) and our [blog](#).

U.S. Media Contact: Lauren Mcinnes, (978) 807-7174, [lauren@meural.com](mailto:lauren@meural.com)

U.S. Agency Contact: Access Public Relations, [netgear@accesstheagency.com](mailto:netgear@accesstheagency.com)

U.S. Sales Inquiries: (408) 907-8000, [sales@netgear.com](mailto:sales@netgear.com)

U.S. Customer Inquiries: (888) NETGEAR