

Title: Target.Com to Sell ParkerVision SignalMAX Wireless Networking Products.

Date: 12/10/2004; **Publication:** Business Wire;

JACKSONVILLE, Fla. -- ParkerVision, Inc. (Nasdaq NMS: PRKR), announced today that Target.com, a leading web-based e-tailer, will sell ParkerVision's SignalMAX(TM) wireless networking products. ParkerVision's SignalMAX products consist of four-port wireless routers, notebook cards, and USB adapters and are compatible with all 802.11b/g networks. SignalMAX products, based on ParkerVision's proprietary D2D(TM) wireless RF technology, are targeted at consumers seeking maximum wireless coverage and distance connectivity for their cable and DSL modems in homes and small offices, and will greatly improve distance and eliminate "dead-zones" even when used with other manufacturers' gear. ParkerVision guarantees that SignalMAX notebook or desktop cards used in conjunction with SignalMAX routers will provide wireless coverage of an entire home without the need or cost of repeaters, boosters, or special high-gain antennas.

"Our products continue to attract attention from prominent retail and e-tail chains as demand for WiFi technology proliferates," said ParkerVision's Jeffrey L. Parker, Chairman and CEO. "Our premium line of wireless networking products guarantees longer distances, less interference, and higher performance than those of any other consumer brands currently available. We are pleased to be in the position to help Target.com provide its customers with the ability to choose the top-performing WiFi products available on the market. We look forward to introducing additional consumer products to the market in the coming months that utilize our superior RF wireless digital transceiver circuits, which will outperform those consumer products currently available that are based on traditional analog RF circuitry," concluded Parker.

About ParkerVision

ParkerVision, Inc., headquartered in Jacksonville, with additional facilities in Orlando, Florida, designs, develops and manufactures complete semiconductor system solutions for wireless products based on the enabling, patented D2D(TM) technology. D2D, which is applicable to all wireless applications, utilizes digital radio circuitry that eliminates the negative attributes inherent to products that use legacy analog processes. Based on the superior performance of our D2D technology, ParkerVision guarantees that its SignalMAX complete networking solution will offer "full home coverage" and eliminate "dead-zones." Additional information about ParkerVision is available at www.parkervision.com

Forward Looking Statements

This press release contains forward-looking information. Readers are cautioned not to place undue reliance on any such forward-looking statements, each of which speaks only as of the date made. Such statements are subject to certain risks and uncertainties which

are disclosed in the Company's SEC reports, including the Form 10K for the year ended December 31, 2003 and the Form 10Q for the quarter ended September 30, 2004.

ParkerVision, the ParkerVision logo, SignalMAX, Direct2Data, and D2D are trademarks or registered trademarks of ParkerVision, Incorporated. All other trademarks or company names are trademarks or registered trademarks of their respective companies.