Who owns the living room?

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Agenda

- ☐ Standardization
- ☐ Difference between PC and AV appliances
- ☐ Conclusion

Standardization

- ☐ Key for success
  - ■ TV, PC, LP, CD, DVD,……
  - ■ Standard > competition > improved C/P > more sales > more contents
  - ■ If the TV standards are different by states or countries,
  - ■ If the PC doesn't have USB or PCI card slots,
  - ■ Physical connector
- ☐ Less or minimum regulation (DRM)
  - ■ Contents creators want to be seen their products by many people
  - ■ Don't loose a big business opportunity by looking at beautiful DRM system
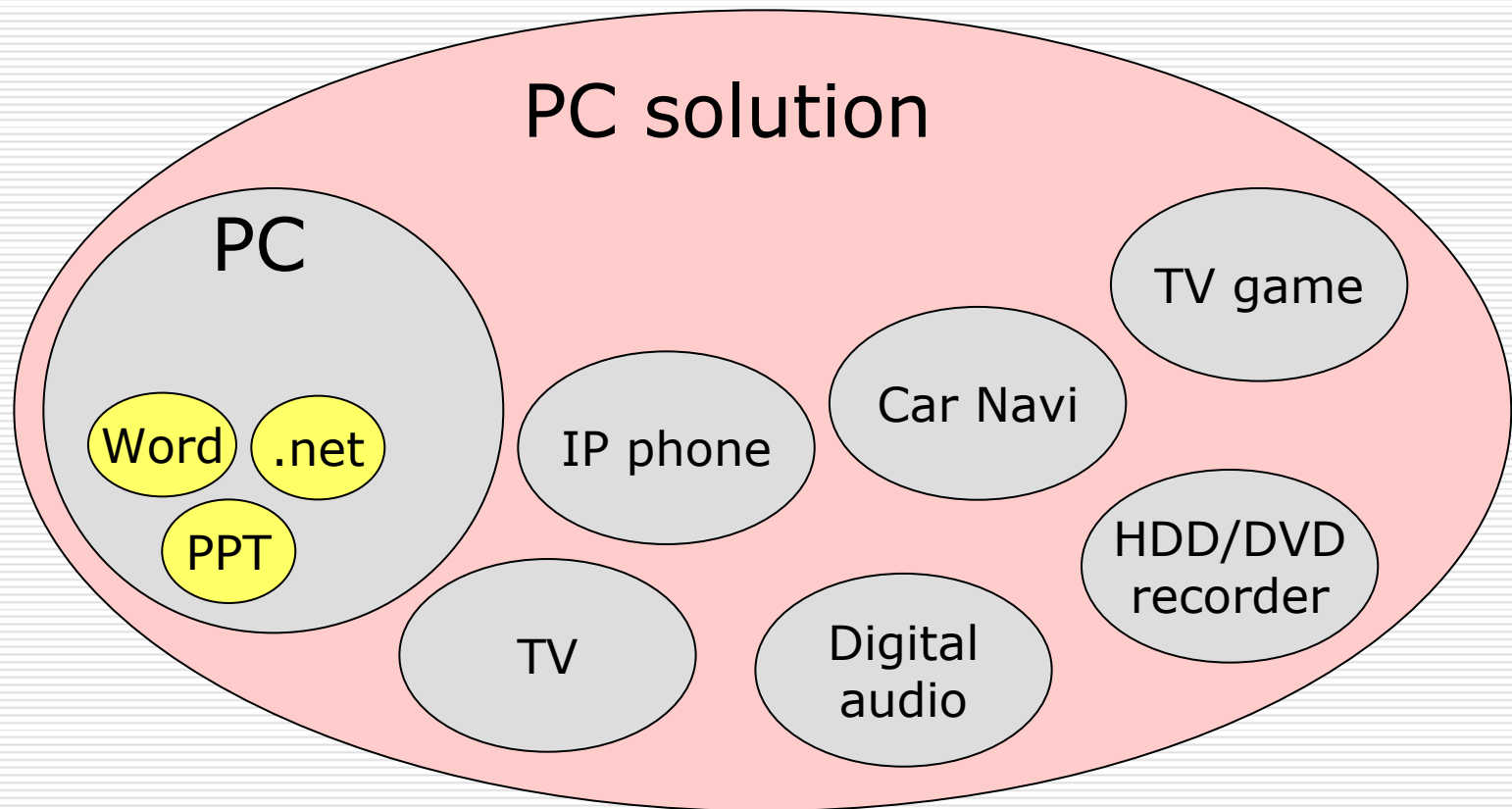 - ■ County code: just make customers unhappy

AV appliance and PC

- TV
  - Vision and sound
  - Look at contents made by others
  - Simple interface (IR commander, connection)
- PC
  - Tool for creating products, solutions
  - With vision/sound and input devices
- Consumer likes to watch and play
  - TV helps them to watch contents
    - User friendly interface is the key
  - PC & Game machine helps them to play with contents
    - Necessary complicatedness doesn't matter

PC and AV appliance

☐ PC can be the almighty solution of AV appliances (because it has display and speaker).

PC's advantage

- ☐ PC is a solution of any AV appliances.
  - ◼ Standardized interface
    - ☐ USB
  - ◼ AV appliances
    - ☐ RCA, F connector,　these are analog
    - ☐ Even in digital;　　1394, DVI, HDMI
- ☐ Quickest way of implementation
  - ◼ No hardware change
- ☐ Good match for multimedia contents
  - ◼ Standardized I/F and "bit"

Conclusion

- ☐ **Consumer owns the living room**
  - ■ We have to make them feel happy or exciting for our business success.
  - ■ They don't care the inside of TV.
- ☐ **Solution for customer's demand**
  - ■ Demands = fun, convenience, quality
  - ■ New **FUN**ction will be a killer application.
  - ■ Internet and broadcast world is changing
  - ■ PC can handle those contents and new function easily and speedy.
  - ■ Less regulation, easy interconnection
- ☐ **TV user I/F by PC like standardization**

TV operated by PC like concept