



# Who Owns the Living Room?

**Dr. Alan Messer**

**Manager, SISA,  
Corporate Technology Operations  
Samsung Electronics**

# The Dream

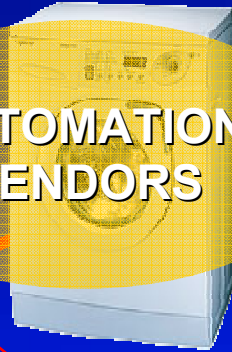


# Who will \*own\* this dream?

- **A Classic Debate**
- **Several attempts have been made to 'own' the living room**
  - OSGi, HAVi, Jini, UPNP
- **In some spaces there is a continuance of this idea**
  - Telecons trying to control IPTV services
  - DRM control points
  - Networking lock in

# But this Breaks the Dream

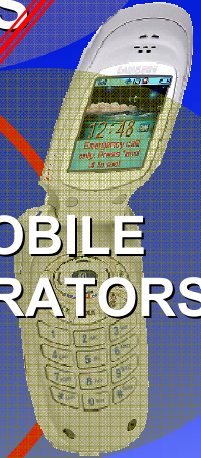
**AUTOMATION  
VENDORS**



**IT  
PROVIDERS**

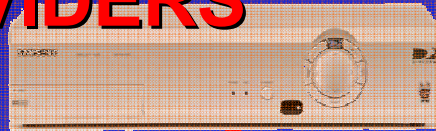


**MOBILE  
OPERATORS**

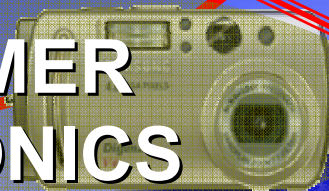
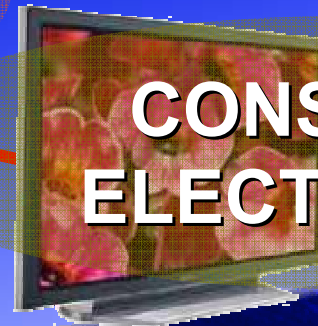


**Home Network**

**SERVICE  
PROVIDERS**



**CONSUMER  
ELECTRONICS**



**Broadband  
Services**



**SAMSUNG**

**ELECTRONICS**



# Solution

- Interoperable standards for networked home devices
  - Control
  - A/V
  - Networking
  - DRM



# Open Issues

- **Content needs to be available in open Codecs, and open DRM systems**
- **Who will own the services into the home?**
  - Internet companies, IT companies, content?
- **Who is going to install it?**
- **What happens when it breaks/stops working? Who do you blame?**
- **How to achieve value across several devices?**