

# Who owns the living room?

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# Agenda

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- Standardization
- Difference between PC and AV appliances
- Conclusion

# Standardization

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## □ 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

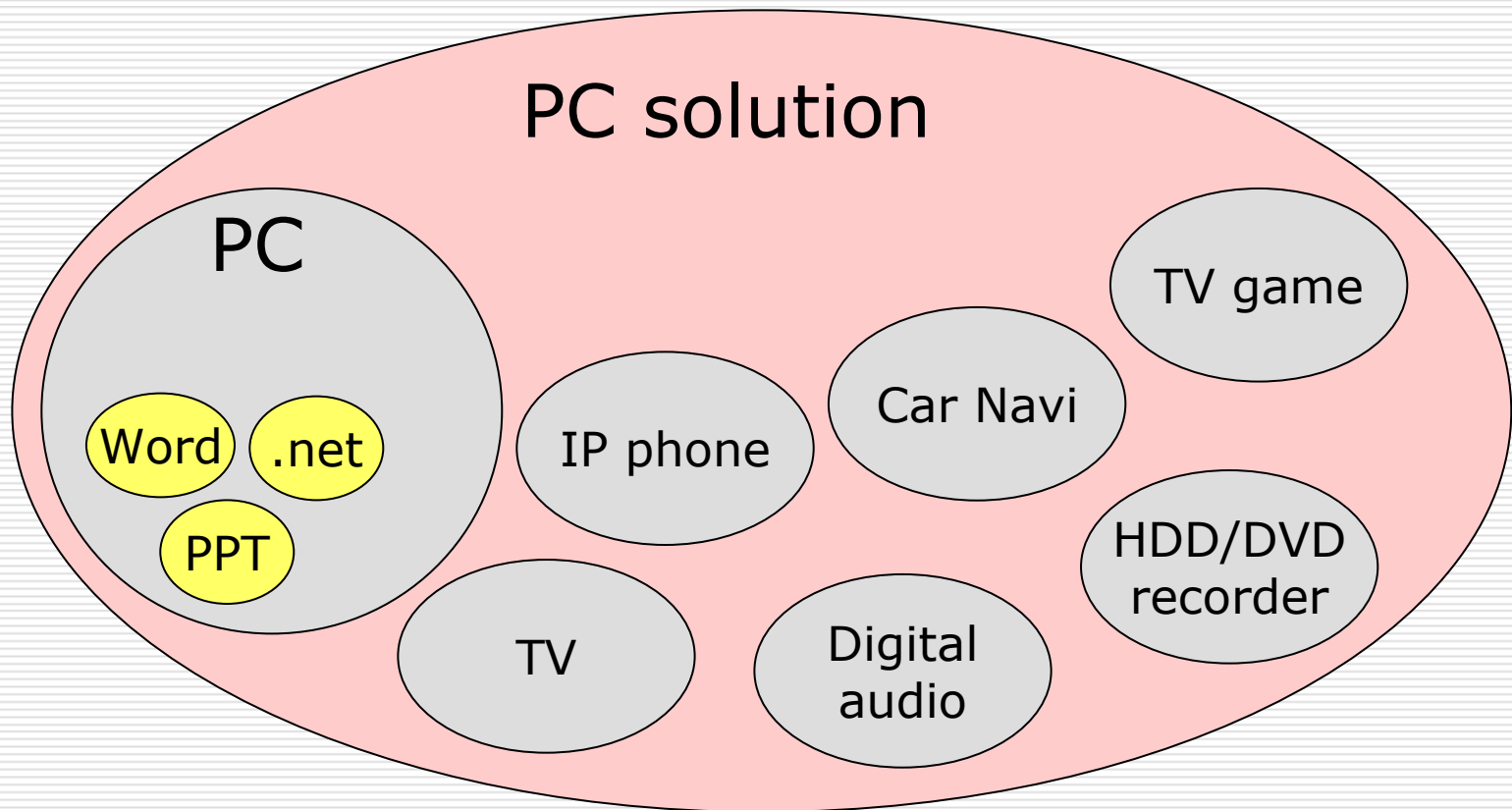
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- TV
  - Vision and sound
  - Look at contents made by others
  - Simple interface (IR commander, connection)
- PC
  - Tool for creating products, solutions
  - With vision/sound and input devices
- Consumer likes to watch and play
  - TV helps them 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

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



# PC's advantage

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- 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

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- 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

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