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).

![Diagram of PC solution]

- PC
  - Word
  - PPT
  - .net

- TV
- IP phone
- Car Navi
- Digital audio
- TV game
- HDD/DVD recorder
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 **FUNction** 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