Microsoft in the Living Room

Bob Brummer
Director
Digital & Entertainment Division
Microsoft Products/Technologies for the Living Room (some examples)

- Xbox, Xbox 360
- Media Centers
- Media Center Extenders
- IPTV
- Cable DVRs
- Movie Streaming and Downloads
  - MovieLink, CinemaNow
- Music Delivery
  - Urge, AOL Radio, XMRadio
- On-line Spotlight
  - 111 partners
    - MTV, Comedy Central
  - Over 25 countries
- Next generation High Definition DVD Players
  - VC1
  - iHD
- Zune
Microsoft Products/Technologies in Living Room Today
Media Center Vision

- Windows PC
- Media Center Extender
- Media Center Extender
- Media Center Extender
- Windows Media Center PC
Media Center and Xbox 360 Momentum

- Media Center shipping 1M units per month
- >50% all retail desktop PCs in the U.S.

Source: Endpoint Technologies Associates, 9/05  DFC Intelligence 7/05