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# Simplicity In Digital

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# Television Transitioning to a Digital World

# The Digital Promise

- For the Pragmatists and Majority Consumers
  - Picture Performance
    - Improvements in picture quality needed
      - For screen sizes above 26” and HD resolutions artifacts are extremely visible
      - Early adopters willing to cope with this, pragmatists are not
  - Easy to use
    - Today it is not easy to experience
      - Dual installation procedures
      - Different user interfaces
  - Consumer Prices

# The elements of a TV system With Digital

## Historical

# The Solution for Simplicity

One video path, One software, One board

# Benefits Of The Integrated Approach

- Picture Performance
  - Optimised for the source
  - Matched to the display
- Single video & control path
  - Single Installation
  - Easy Navigation
  - Single UI
- Cost & Form Factor
  - No duplication of functions
  - Smallest PCB

# Strategy for the DTV market

- Picture Performance
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  - Matched to the display
- Single video & control path
  - Single Installation
  - Easy Navigation
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# Simple Solutions For The Digital World

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