Digital TV - A Huge Market Opportunity

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Global Digital Media Explosion

Television

~ 48 million hours of new Programming/year

Movies

~ 18 billion DVDs/year

Music

~ 803 million albums/year

Photos

~ 3.2 billion digital photos/year

~ 80 billion analog prints/year

Imaging

~ 500 billion photocopies/year

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Digital Entertainment Performance Demands

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FCC Mandate for ATSC Market

- The FCC enforcing a phased introduction of digital tuners into all US TV's above 13" in size by 2007
- Enables "Free-To-Air" Digital TV reception
- NCTA/CEA "Plug N Play" Digital-Cable agreement breaks the "digital log-jam" between the CE and Cable Industries
- Enables Digital-Cable-Ready TVs in a phased schedule matching the FCC Mandate

FCC Mandate

Receivers 36 inches and above (i.e. project TV only)
July 1, 2004 - 50% units must include DTV tuners; **July 1, 2005** - 100% units must include DTV tuners.
Receivers 25 to 35 inches
July 1, 2005 - 50% units must include DTV tuners; **July 1, 2006** - 100% units must include DTV tuners
Receivers 13 to 24 inches
July 1, 2007 - 100% units must include DTV tuners
VCRs and DVD players/recorders, etc. that receive broadcast television signals
July 1, 2007 - 100% units must include DTV tuners.

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Display Electronics Technology Drivers

- As FCC mandate deadline closes in creative solutions are required to meet time to market goals
- Increasing HD content accessible to the consumer
- New Standards
  - Extensions to VSB
  - Video CODECs like VC-1 and H.264

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Digital Photography Today

PC Centric

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Digital Photography Tomorrow

DTV Centric

Challenges for a Digital Home

- Consumer usage complexity
- Technology and Standards
- DRM and Copy Protection
- Scalability

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Technology and Standards

Interoperability

Connectivity

Scalability

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Silicon Manufacturers Challenge

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The CE Market

- Performance ◊ Process/Tools
- Features ◊ SW + Integration
- System Cost ◊ Integration
- Time To Market ◊ Multidisciplinary Approach

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Meeting Time To Market

Multi-Disciplinary Approach

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Managing Features and Performance

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What’s Next ?

The Connected Digital Home

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