



# **Is EPC a stand-alone category?**

**Or a sub-category of (PC or CE)?**

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# Computing for the Consumer

## - The Entertainment PC

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# Computing for the Consumer + *Experiences for the Consumer*

## - The Entertainment PC

# Is this a CE, or a PC?

## DIGITAINER

### Kinderleicht zu bedienen!

Sie bedienen alle Funktionen mit einer Fernbedienung und einem leicht verständlichen Menü



**CyberLink**

# PowerCinema: for PC or CE?



# What's in PowerCinema 2005?

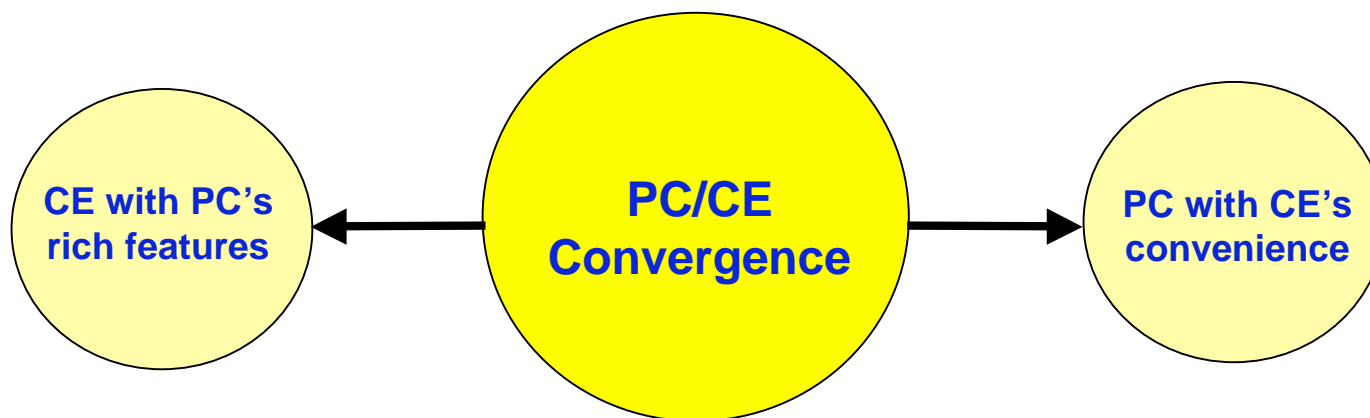
- υ **TV (Analog & Digital TV)**
  - λ Hybrid mode (ATV & DTV switch-able)
  - λ Dual tuner
  - λ Internet EPG (US, Europe, Japan)
  - λ Teletext & Teletext EPG
  - λ DVB-T, DVB-S, ATSC with BF
  - λ DVB-SI
  - λ Direct burn to disc
- υ **DVD, Music, Radio, Videos, Photo, MakeDVD**
- υ **Plug-ins: Movie & music download, Games, etc.**
- υ **UPnP Server & Client**
- υ **DRM:**
  - λ DTCP-IP, CPRM, VCPS, MS-DRM



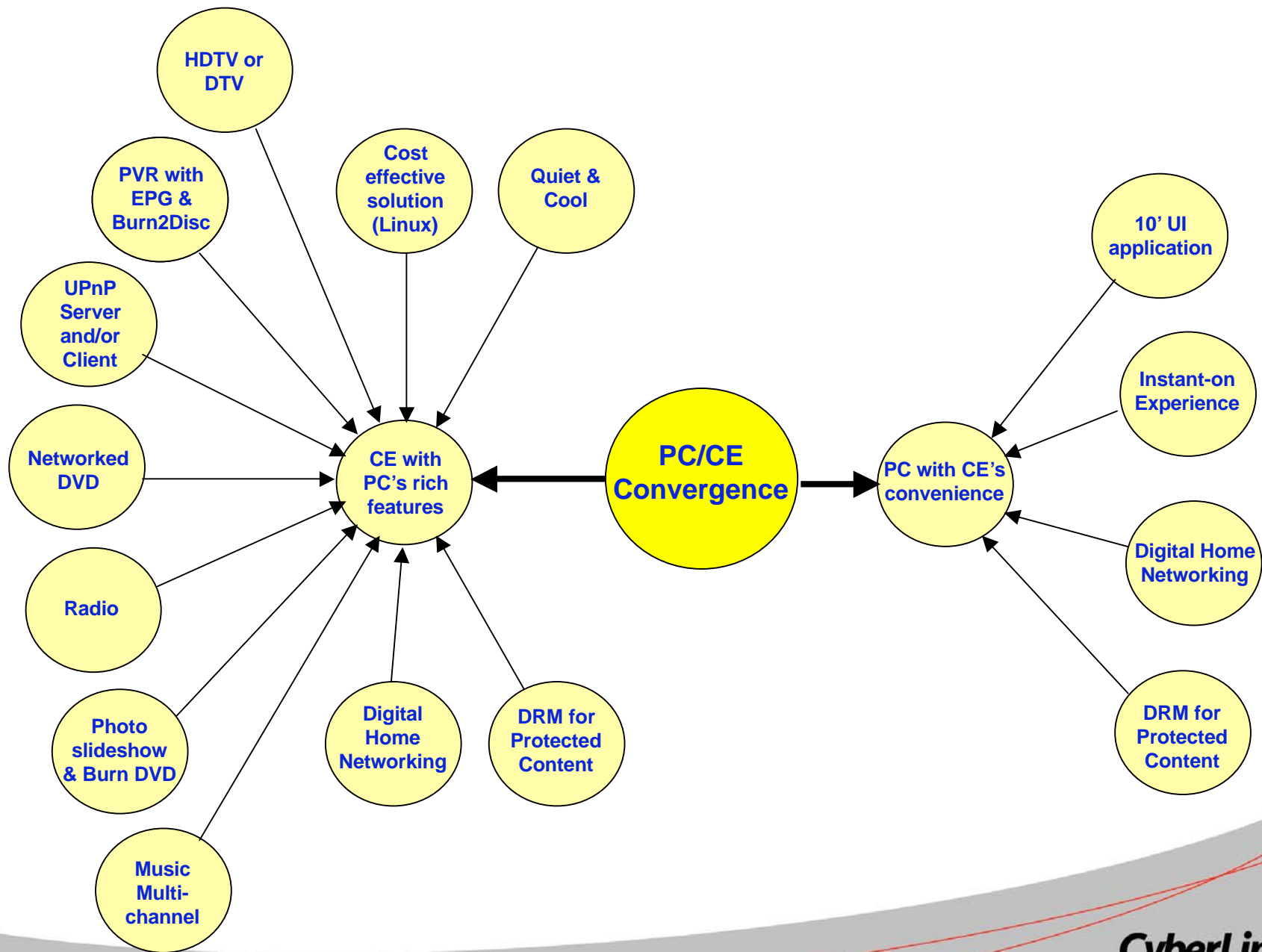
# Is EPC a new product category?

- υ **There are already 3 existing categories as**
  - λ **PC, CE, and Game box**
- υ **Is EPC another category?**
  - λ **Or it is just a sub-category in PC or in CE?**
  - λ **EPC as sub-category in PC**
    - υ **A stand alone client**
    - υ **Media Server (but not next to TV): DRM ready**
  - λ **EPC as sub-category in CE**
    - υ **A stand alone CE**
    - υ **A CE with Server capability**
      - **Networking and DRM ready**

# EPC in PC/CE Convergence







# Opportunities ahead

- υ **EPC as CE taking the Media Server position next to TV**
  - λ Digital Home rules in “media format”, “QoS”, “DRM” will likely play PC’s rules ◇ advantageous for PC vendors
- υ **EPC as stand alone CE**
  - λ And sold as a CE ◇ more revenue opportunity for PC vendors
- υ **EPC as PC with “E”**
  - λ Encourage PC replacement for new features ◇ more revenue opportunity for PC vendors

# Challenges ahead

- υ **Usability – when enough is enough?**
  - λ PC people always like to “add more”
  - λ CE experiences says KISS
- υ **Connected by “virus free”**
  - λ Hmm, virus in CE?
- υ **Home networking (from DLNA) and DRM technologies are still fast evolving**
  - λ How to make this “CE” product fit the requirements of “next year”?
- υ **Trade-off among (feature, experiences, cost, time-to-market)**



# Thank you