

Media Server Strategies

Designing solutions for the
consumer retail market

ADS Tech - Media Server Strategies

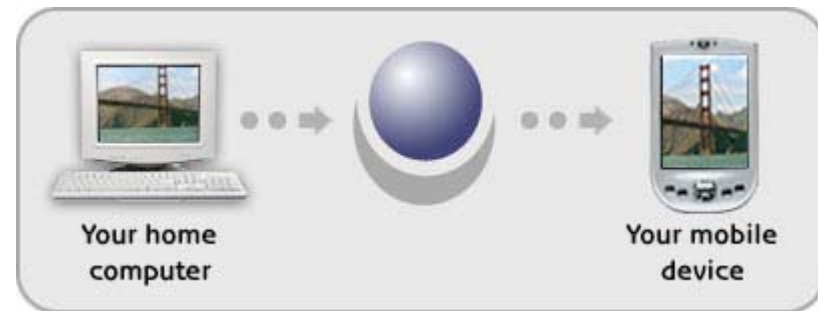
✓ Objectives:

- ✓ Bring Media Server technology to the consumer level.
- ✓ Digital Content has to be easy and instantly accessible.
- ✓ Bring to market low cost Media Servers that are portable and allow access to rich Internet media content.
- ✓ Add utility value by leveraging existing ADS products.

Instant TV and Orb Networks



- ✓ Turn your PC into a live TV media server.
- ✓ Couple the ADS Instant TV line of TV tuner products with Orb Networks software and have instant access to video files, photos, music and even Live TV on your wireless PDA, Notebook or cell phone.
- ✓ Access digital content from any PC on the home network or from any remote location that has Internet access including 802.11 Hot Spots.



- TV - Watch Live TV & Internet TV
- Video - Play recorded video
- Photos -View Photos & Slideshows
- Audio - Listen to Audio files by Artist, Genre, Play lists & Internet Radio
- Web - News, Maps, Finance

How to Stream Live TV

- ✓ ADS Tech Instant TV products
 - ✓ USB and PCI card solutions
 - ✓ Software encoding and hardware encoding solutions.
- ✓ Your Windows XP PC
- ✓ Orb Networks software
- ✓ Notebook and PDA with 802.11 or compatible cell phone.



Instant TV and Orb Networks



- ✓ Get Orb Networks software with a 2 month Free Trial with ADS Instant TV tuner products.
- ✓ Orb Networks subscription is \$79.99/yr.
- ✓ ADS Tech TV tuner cards range in price from \$69 - \$199

PC as Media Server

- ✓ The PC is easy to use as a Media Server
 - ✓ Lots of processing power
 - ✓ Powerful operating system
 - ✓ Native networking capabilities
 - ✓ Easy to add Media Server UPnP software
 - ✓ Lots of storage
 - ✓ Easy to add additional storage

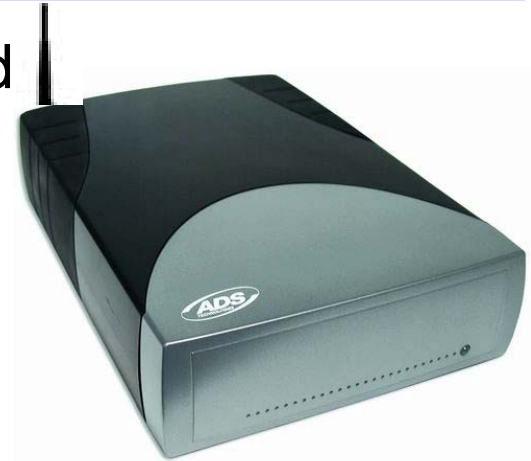


Problems with PC as Media Server

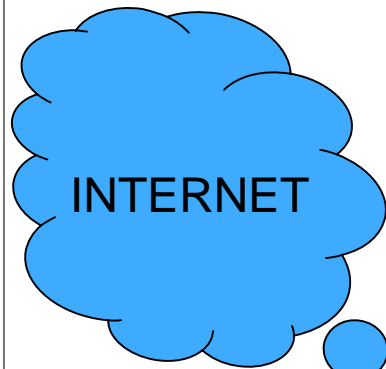
- ✓ Expensive
- ✓ Noisy
- ✓ Not very portable
- ✓ PC may not be located in a good place to stream content through the house
- ✓ It's a PC
- ✓ If PC re-boots – Media Stream **STOPS**

NAS Storage Kit with Media Server

- ✓ The NAS Drive Kit is a Network Attached Storage device with an RTOS and embedded uPnP A/V Media Server.
- ✓ Simultaneous Wired and Wireless connections with automatic network discovery for easy installation and setup.
- ✓ Device is sold without a hard drive so the user can choose the drive that fits their needs.



Wireless Streaming Server



Home Network - 2 or more computers

NAS Drive serves Digital Media
to digital media receivers.

No PC Required to serve digital media
– even connect to Internet Services

NAS Drive Kit

- ✓ The NAS becomes your digital media jukebox – without relying on a PC being present on the network.
- ✓ NAS is portable – move around the house.
- ✓ NevoCenter software automatically sync's your digital content.
- ✓ Link the NAS with a Digital Media Receiver and you have access to Internet radio, video on demand and subscription audio and video services.

Compatibility



- ✓ Supports Cardea and Janus DRM
- ✓ Will be Microsoft “playsforsure” compliant
- ✓ Provides compatibility with popular content suppliers such as:



- ✓ As well as many others including:



Anatomy of the NAS Drive Kit

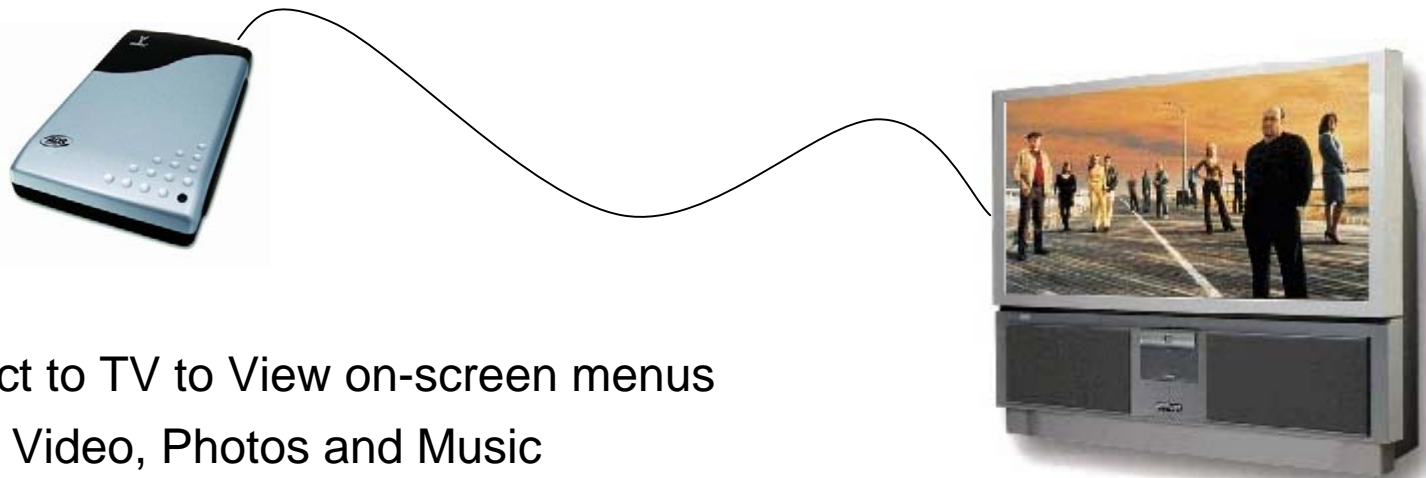
- ✓ Broadcom BCM4780P Network Attached Storage Processor
- ✓ Linux RTOS
- ✓ Simple Devices Media Server
- ✓ Simple Devices NevoCenter
- ✓ USB 2.0 Host – add printers, external USB drives

Portable Media Server

- ✓ Hand held portable Media Server
- ✓ 40 GB or larger Hard Drive
- ✓ Copy files to drive via USB 2.0 interface
- ✓ Embedded UPnP Media Server
- ✓ Use TV as primary control interface
- ✓ Audio playback via headphones while mobile
- ✓ Audio and Video connections to TV or Stereo
- ✓ Portable – plug into any TV – playback stored photos, video and music.



Portable Media Server



- Connect to TV to View on-screen menus
- Server Video, Photos and Music
- Battery Powered – rechargeable via USB

All in a Pocket-sized – portable Media Server

Portable Media Server

- ✓ Cirrus Logic CS7838 decoder
- ✓ Risc Processor running Nucleus net
- ✓ Decodes MPEG-1, MPEG-2, MPEG-4 and DivX, .jpg, .bmp, .png and MP3
- ✓ IDE interface
- ✓ Cypress FX2 LP USB interface
- ✓ Supports Simple Devices UPnP client

Summary

- ✓ **ADS TV Tuner & Orb Networks** – Low cost and Instant Media Streaming from your PC
- ✓ **NAS Drive Kit** – Wireless Digital JukeBox for media storage and streaming – No PC
- ✓ **Portable Media Server** – take your digital content with you – stream to any TV