

Media Servers

from a Silicon Point of View

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Agenda

♣ Background

♣ Evolution

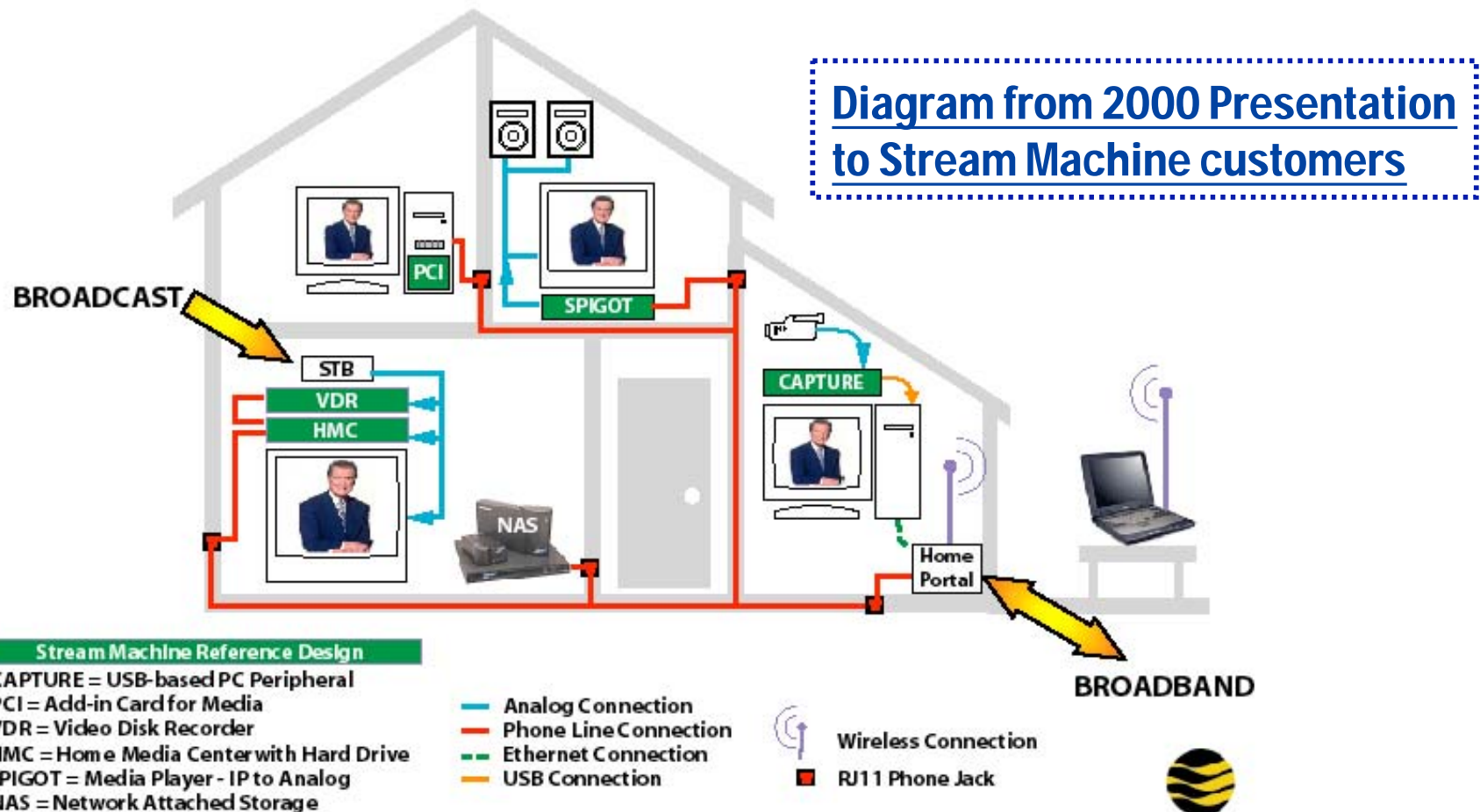
♣ Cost

♣ Predictions

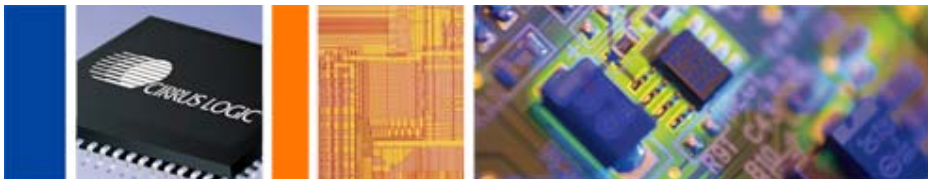


The “Vision” has been around a long time...

Entertainment in the Networked Home



Stream Machine



What Consumers Want from a Media Server

♣ Content

- ♣ Play, record, store, archive

♣ Convenience

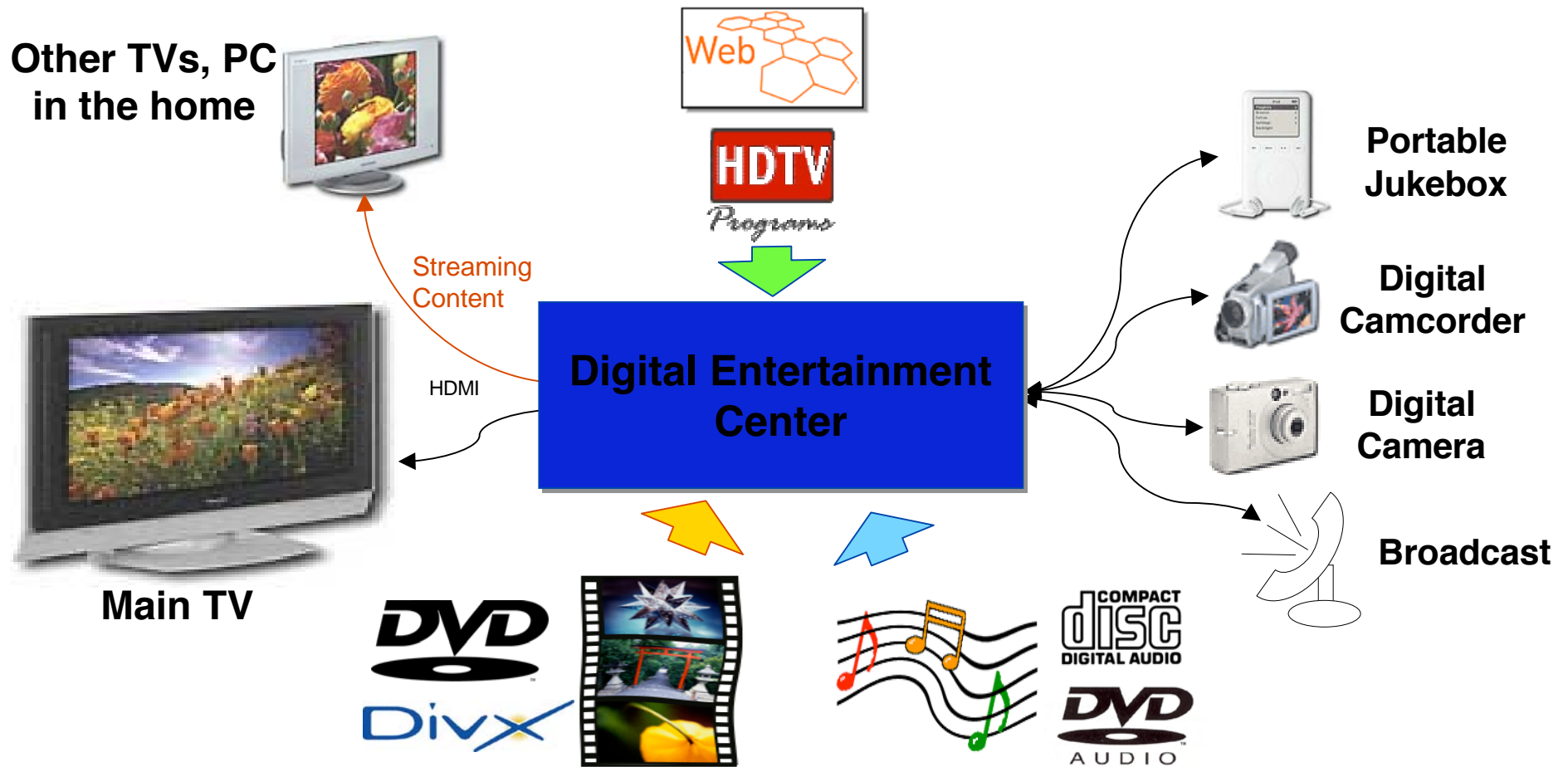
- ♣ Instant access
- ♣ location independence
- ♣ wiring ease
- ♣ portability

♣ Control

- ♣ Pause live TV
- ♣ schedule recordings
- ♣ VOD
- ♣ Editing



The Future of the Living Room



Evolution of the CE-based Home Media Center

\$799 and up



Home Media Center

Adds...

- ♣ Wired and Wireless Ethernet Connectivity
- ♣ STB integration

\$299-599



DVD +/- RW w/ HDD

Adds...

- ♣ Time shifting
- ♣ Instant access and archiving
- ♣ Audio & photo jukebox
- ♣ EPG
- ♣ Dig Camera/1394 LAN, Flash Card and USB Connectivity

\$149-299



DVD Recorder

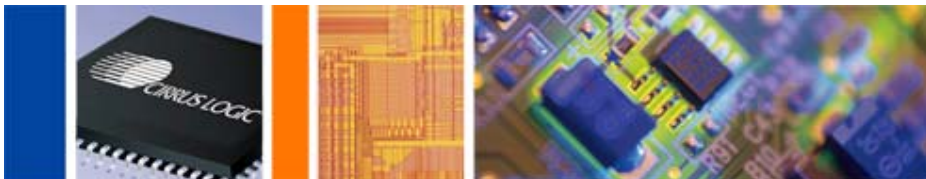
Adds...

- ♣ Recording
- ♣ Record while playing
- ♣ Authoring DVDs

\$29-99



DVD Player



The Choices for the Digital Entertainment Center

Advanced CE Device



VS.

PC Media Center



♣ Media is the focus

- ♣ Evolution from simpler CE devices
- ♣ Relatively fewer features
- ♣ Focus is on simplicity
- ♣ Software is final in production

♣ Media is an add-on

- ♣ Evolution from Windows
- ♣ More advanced functions
- ♣ Complexity is a fact of life
- ♣ Software continually changes

♣ Cost

- ♣ Under \$300
- ♣ Drive integration to get features at certain price point

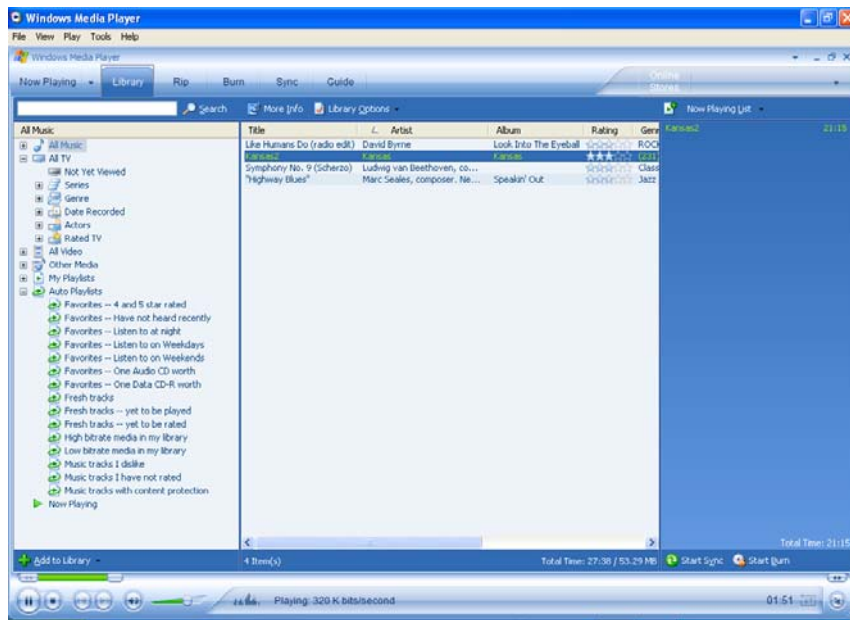
♣ Cost

- ♣ Expensive! Starting at \$800
- ♣ Add features to justify the price



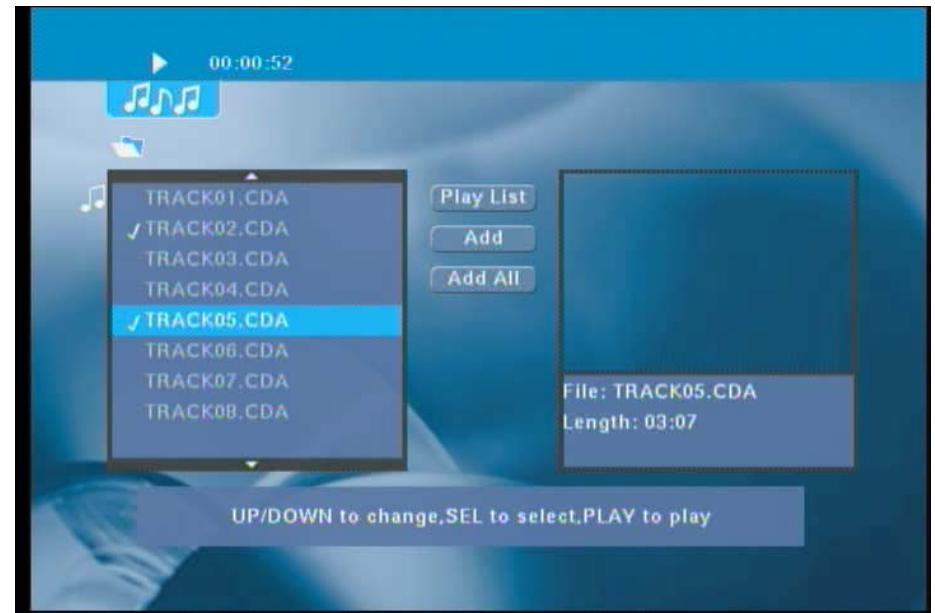
Lean-in versus Lean-Back Jukebox

Windows Media Player

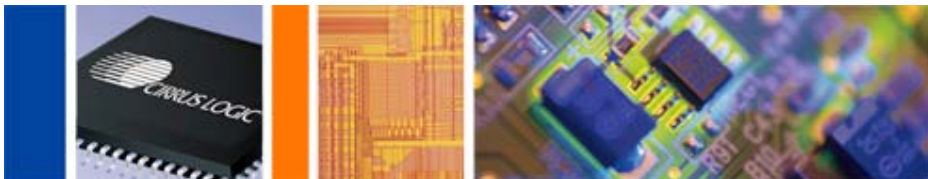


Manage many files
Keyboard required

DVD Recorder Reference Design

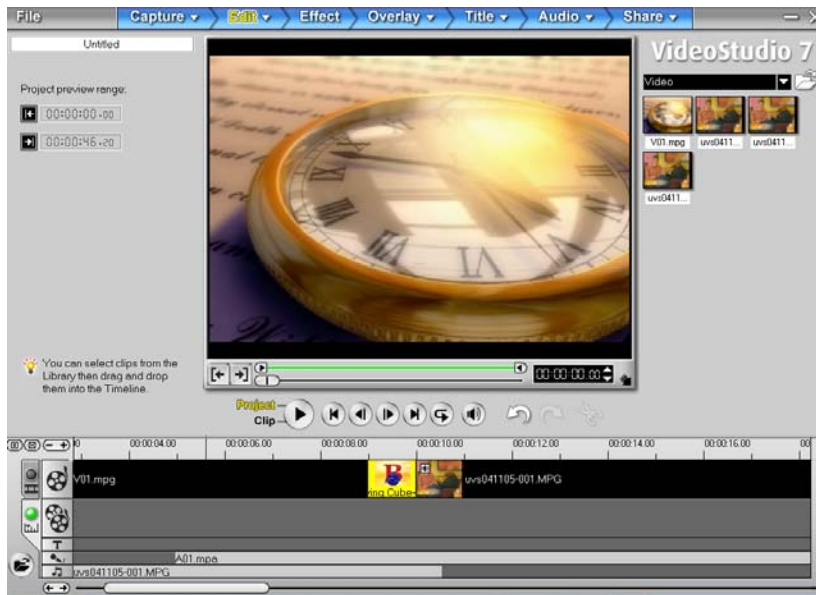


Play a playlist
Operable by remote control



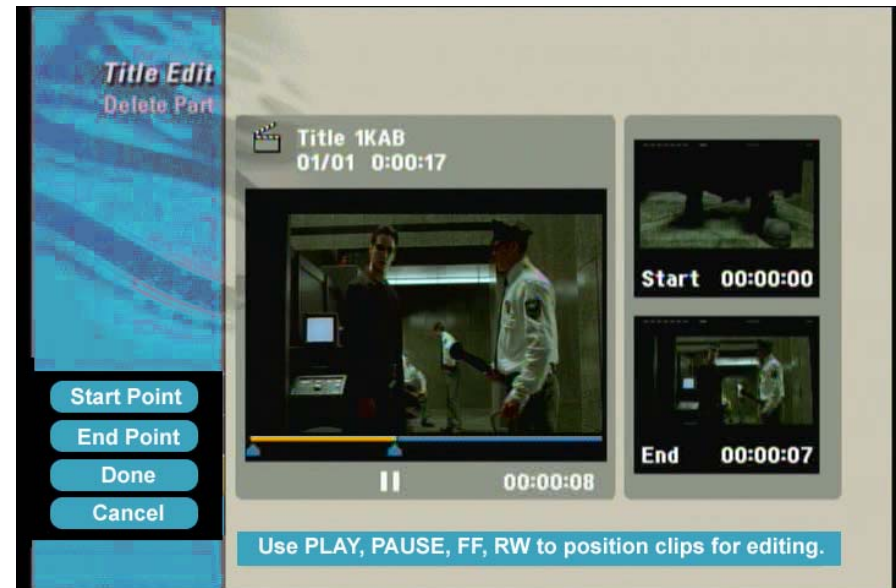
Lean-in versus Lean-Back Editing

Ulead Video Studio

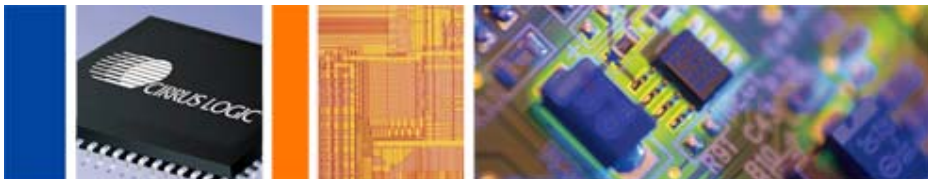


Make movies
Keyboard required

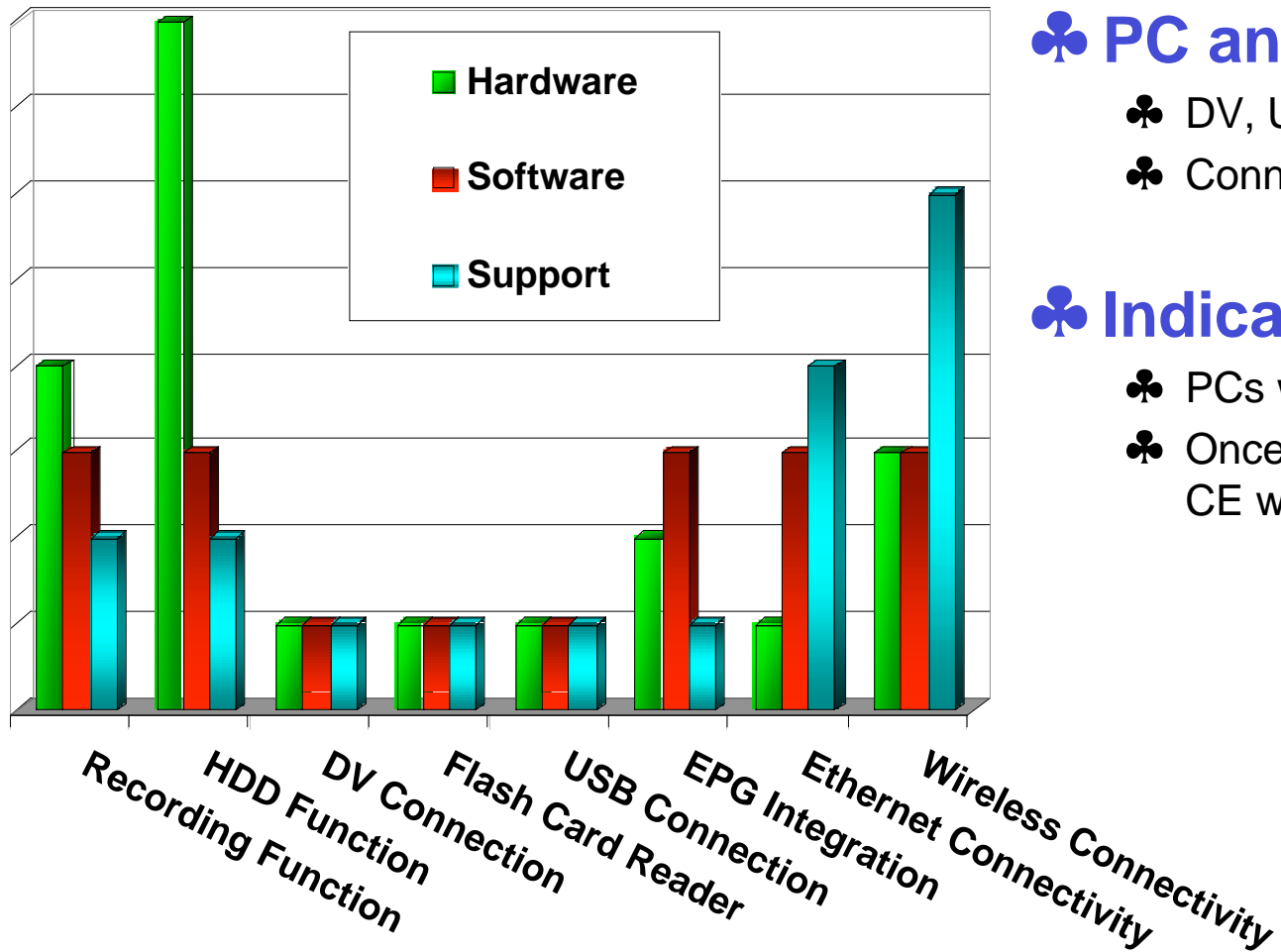
DVD Recorder Reference Design



Eliminate commercials
Operable by remote control



What is the Consumer Paying for? Hardware, Software, Support



♣ PC and CE are similar

- ♣ DV, USB, Flash are easy
- ♣ Connectivity is hard

♣ Indications

- ♣ PCs will drive networking
- ♣ Once networking is in place, CE will take advantage of it



Predictions

- ♣ PC and CE versions of Media Centers will coexist
- ♣ Connectivity will be driven by PCs sharing broadband
- ♣ CE products will take advantage of networking once it is in place
- ♣ The HDD will become mainstream in CE
- ♣ CE products will continue to dominate the living room

