Santa Clara Valley IEEE Consumer Electronics Society

CES Download

December 4, 2007

www.ieee.org/scvce

2008 SCV IEEE CE Society Officers Nominations

- Gary Sasaki, Chairman
- Winston Chen, Program Chairman
- Will Lumpkins, Program Vice-Chair
- Bill Orner, Secretary/Marketing
- Rich Elder, Treasurer
- Chris Pedersen, Victor Ramamoothy, Michael Wang, Tom Coughlin – Program committee

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2008 Schedule

- Jan 22   - CES Download (Perhaps with additional comments about ICCE and SCTE)

- Feb 26 - DisplaySearch: Inside the DTV

- Mar 25 - Cyber Security

- Apr 22 – Wireless, Atheros Communications

- May 27 – OCAP/BD-J Java, Sun Micro

- June 24 – Micronix, Flash in CE

Tonight's Talk

2008 CES Download

Speakers:
Gary Sasaki
Chris Pedersen
Will Lumpkins
Tom Coughlin
Victor Ramamoorthy

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Gary Sasaki
DIGDIA

See **digdia.com** for many more photos & comments

Displays

Panasonic's 4K 150" Plasma.
Geoff is 6' 3" tall.

Samsung going 3D

Philips targets Women

Sharp Gen 10 LCD

Sharp is among many that demonstrated "Thin is In".

Samsung (and Sony) Show 82" 4K LCD

World's Largest "Ultra High Definition" LCD TV

Sony's 27" OLED
30k hour life?

Panasonic's Sakamoto Cuts HDMI cables (for WirelessHD)

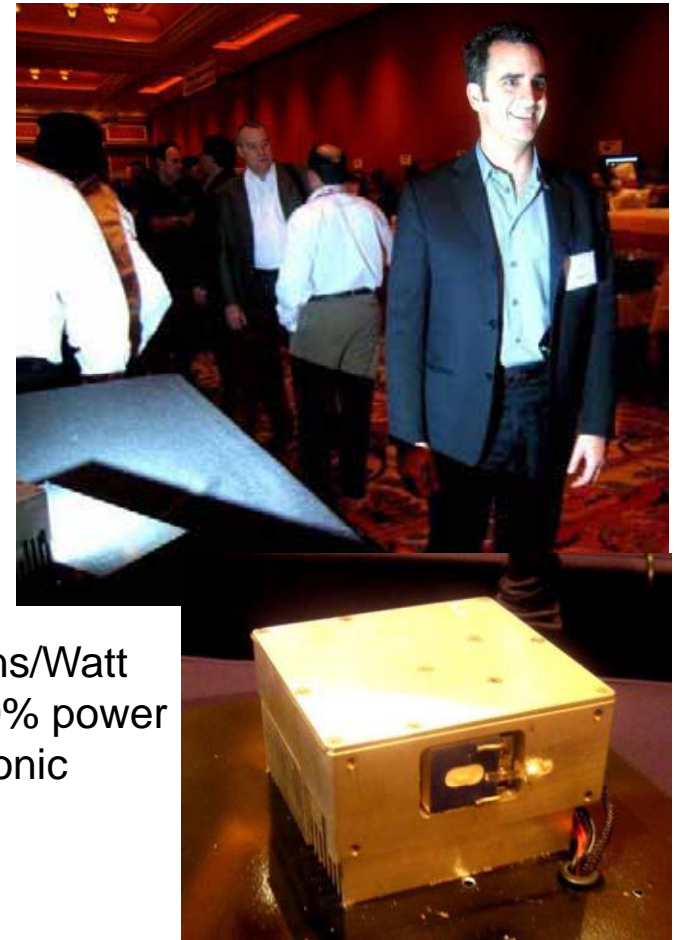IEEE Santa Clara Valley Consumer Electronics Society
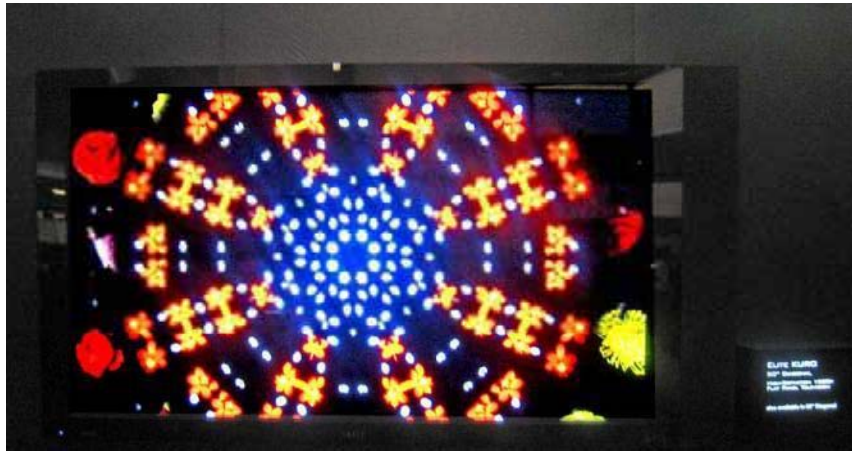
Pioneer – Black is the new Black in Plasma

Luxim's "RF Bulb"

75 – 140 Lumens/Watt
20K hours at 80% power
Used by Panasonic

E-Detail Tablet PC w/dual Display

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Toshiba's Jodi Sally admits to having a "bad day" After Warner Blu-ray decision.

Blu-ray Disc™ VS. HD DVD

Show buzz was HD DVD is dead

Warner: "We were Not paid"

Hitachi working on Dual format drive

Fashion Fashion Fashion

Edifier Speakers

Philips USB Drive

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Cars to Beep& Boom

Rick Wagoner,
1st Auto Co.
Keynote at CES

Treo
Idea of mobile
CE

Microsoft's
AutoPC Lives (Sync)

Diesel Audio
1600 W Amp
for Cars that
Go Boom

License to Kill Laser Toothbrush (Microtech)

Air Rocker (Jada Toys)

RC Cooler (Interactive Toy Concepts)

PVR (Vievu)

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Brigham Young:
1000 Year CD/DVDs

Natl. Univ. Ireland:
Blink Detection
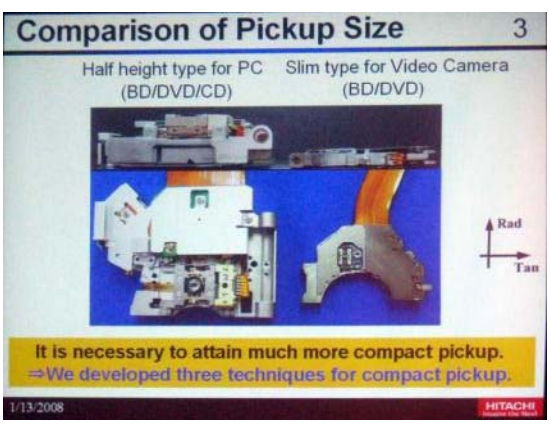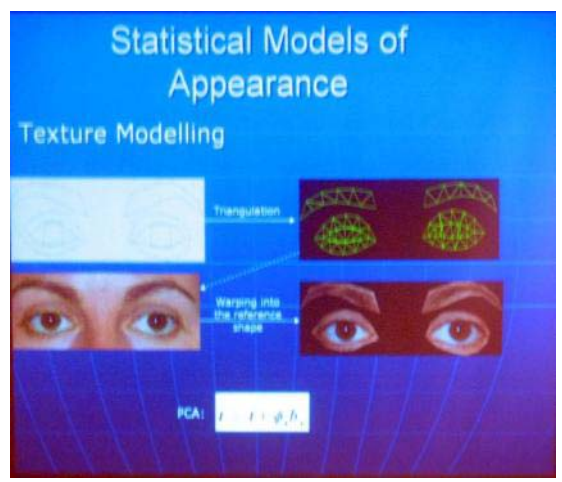
Hitachi:
Blu-ray Camcorder
OPU

Philips:
3D Blu-ray

New Layout – construction start Spring 2008

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Chris Pedersen
DIGDIA

Sunday Morning Press Conferences
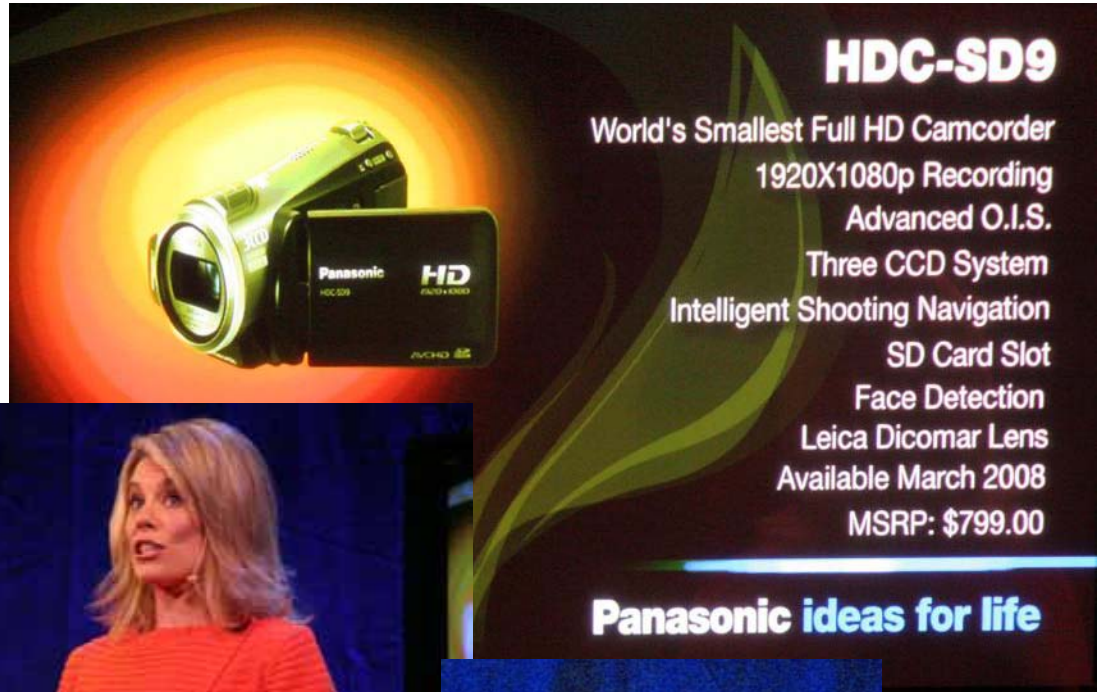
In recognition of Our venue hosts

Voodoo

Digital Media Receiver

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Flash-based
HDTV Camcorders
goes mainstream

HDC-SD9
World's Smallest Full HD Camcorder
1920X1080p Recording
Advanced O.I.S.
Three CCD System
Intelligent Shooting Navigation
SD Card Slot
Face Detection
Leica Dicomar Lens
Available March 2008
MSRP: $799.00

Panasonic ideas for life

Sanyo

Panasonic
32 GB SD Card

EchoStar and Sling

GPS & Automotive

Sony Rolly

Alienware

Microsoft Surface

LG Watch Phone

Nikko R2D2 FP

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Show Stoppers, Digital Experience

SE2 Labs

Sentry Group

Wow Wee (above), Oregon Scientific

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Will Lumpkin
IEEE CES National Chairman

Lenovo's
Frances O'Sullivan
on global operations

Ralph Baer, winner of
2008 Ibuka Award

CEA's Virginia Williams

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Grant Imahara
"Mythbusters", "Star Wars", and more

© Oscar Einzig Photography

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Digital Storage and Applications at SV08, 2008 ICCE and 2008 CES

Tom Coughlin

Coughlin Associates

www.tomcoughlin.com

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External Storage 1

- External Storage was all over the CES including many mobile backup devices as well as desktop devices
- There were Direct Attached Storage (DAS) as well as Network Attached Storage (NAS)
- Several companies were showing mostly eSATA interface external storage for DVR expanders
- One company, Clickfree, showed a portable external storage device that backed up automatically when it was plugged in without backup software on the computer or a button to touch

Mobile External HDDs

Growing Category
of Products

Personal Area Network Storage (PANS)

Seagate's
DAVE

- A hard disk drive-based external storage device with wireless connectivity allows storage expansion, streaming and content aggregation

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iVDR

- Seagate announced that they were joining the iVDR Alliance, promoting a format of removable hard disk drives that has been in development, primarily in Japan for the last 5 years

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Storage in Set Top Boxes and DVRs

- Many HD set top boxes shown
- DVR expanders from several vendors allow DVR expansion
- Internet and home networks allow sharing content

DVR
Expander

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Media Servers

- Microsoft introduced Home Media Server Software and HP used it to show a Home Media Server Product (their goal was to make this easier to use)

- Many other companies had home media servers including some very inexpensive systems

Media Servers

Automobile Storage

Hard Disk Drives

Seagate

PipelineHD Series
The gold standard in high definition performance and capacity

- A perfect match for high definition content with capacity that allows consumers to expand their digital content libraries while enjoying best-in-class performance
- Capacities: 320 GB, 500 GB and 1 TB
- Interface: SATA

Toshiba

Samsung
Spinpoint F1,
1 TB 3.5-inch
drive

1.8 inch HDD mockup sample
with microSATA interface connect

Fujitsu

| Spinpoint N2, 160GB	Spinpoint A1, 40GB
- Industry's highest capacity of up to 160GB	- Ultra compact 1.3 inch hard drives up to 40GB with 3,600 rpm
- Designed to meet the surging capacity requirements from multimedia applications	- Optimization for portable music players, mobile phones, camcorders and PMP
- Advanced free fall sensor enhances reliability by helping the drive to protect itself in the event the drive is dropped while functioning.	- Optimized System On Chip (SOC) technology consumes less power, enabling longer mobile device use times

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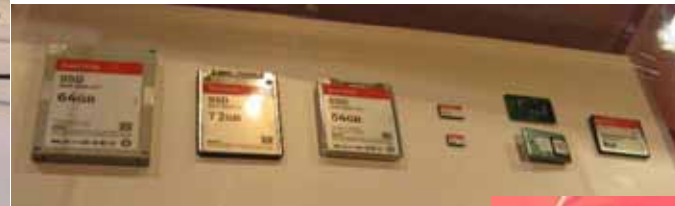CONSUMER ELECTRONICS SOCIETY

Solid State Drives (SSD)

Intel
Z-P140

Inexpensive PCs
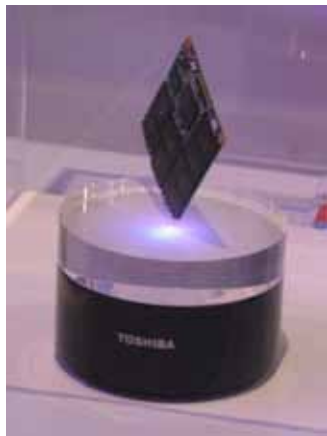
SanDisk

Samsung

SanDisk Vaulter

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Flash Memory

Sandisk Ducati

LG

Corsair

Team

Victor Ramamoorthy
Infinite Algorithms

MLB's Spherical Speakers

MLB Gold Plated CD/Vinyl Player

Minimalist Entertainment System

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Tubes Rule in high end Audio!

Speakers Galore!

IMG_0514.jpg

Key chain Solar charger

Home Security in a box

Energy efficient portable dryer

Gutter cleaning robot

I L♥ve Clean Butt

Shoe warmer
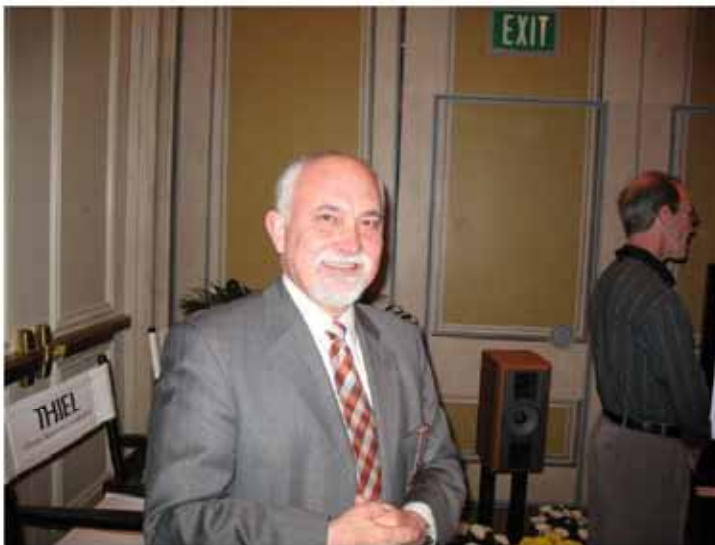
The first networked 64 channel wireless System by Thiel.

Founder Mohammet

Stackable Juke box

Paper-thin electronic display

You are the interface!

Video Jewel box

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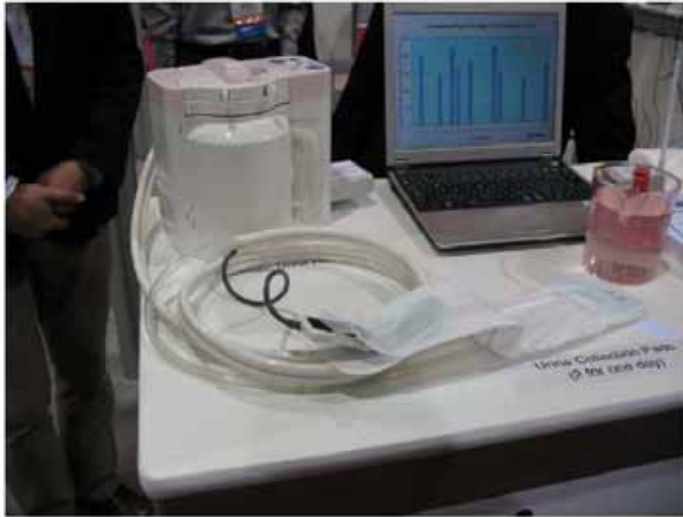
Automatic Urine collection and analysis system

Handheld multi vital sign monitor

Let it wave's demo

OMT micro projector

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Panasonic 150" Plasma display

LG 3D display

Panasonic Razor thin displays

Hitachi 0.5" thick displays

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Dreamflyer Flight Simulator – 3 displays

Dreamflyer single display flight simulator

Sound Furniture

Sound Furniture

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Appendix

2008, Coughlin Associates

2008 CES

External Storage 2

Marvel l Booth

Oxford Semi Prototype at MoCA Press Conference

Storage in Set Top Boxes and DVRs 2

Media Servers 2
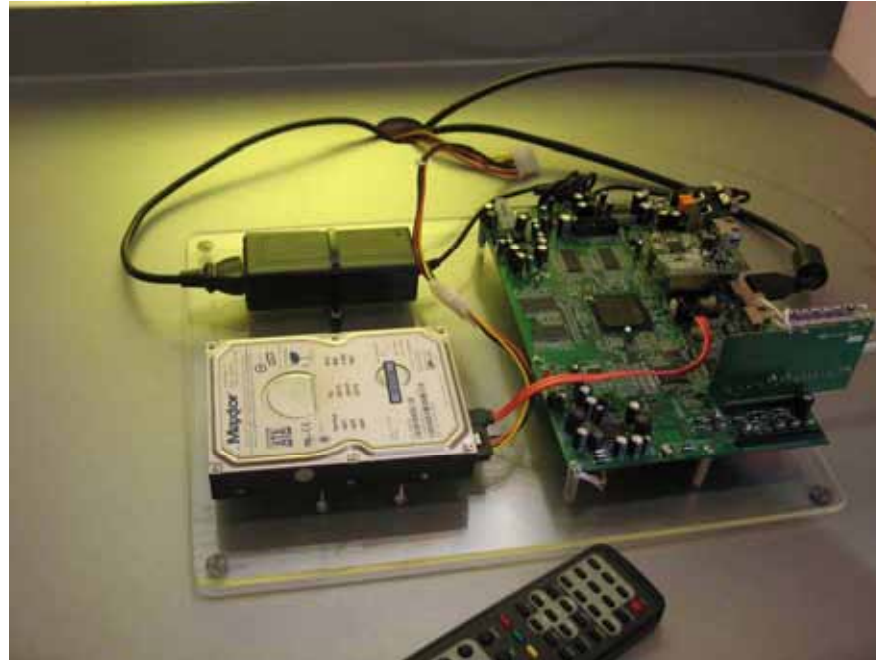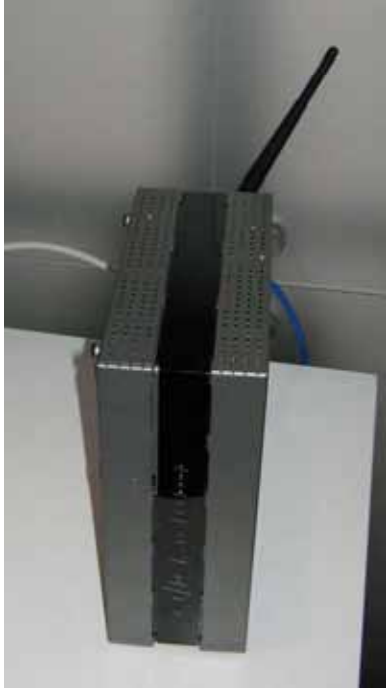
Cisco

Camcorder Storage

Combination Blu-ray and HDD Camcorder, Hitachi

New Breed of Inexpensive Flash-Based Camcorders

Removable HDDs

Seagate Removable
Drives

Imation
Odyssey

- There were several products with removable hard disk drives for large capacity removable storage—these are complete drives in portable packages

Optical Storage

- Warner Brothers announced that they were dropping the HD-DVD format and rumors were that Dreamworks and Universal could follow
- The HD optical format war may be close to resolution—Blu-ray wins

Content Distribution

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Kiosk Content Distribution

At IBM
Booth

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