

Broadband Features on TV

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The Evolving "Center of the Digital Home"



- TV The entertainment center before there was a digital home
- Set Top Everyone needed one from their cable or Satellite operator
- PC Working "toward the center" for the last 6 years

There is no "Center of the Digital Home"

Putting Together the Digital Home



- · Leverage different platform strengths
 - Set Tops
 - Provide the best target for living room consumption but must also be flexible
 - PC
 - Organize and Manage
 - Great for certain consumption as well
 - Phones
 - Consumption for certain content
 - Type of remote control?
 - TVs
 - Can combine *some* of these functions

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CE TV / Living Room Landscape



- Panasonic
- Samsung
- Sony
- Microsoft XBox
- AppleTV
- Vudo
- Roku
- · A Sea of other devices

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PANASONIC

Web Entertainment

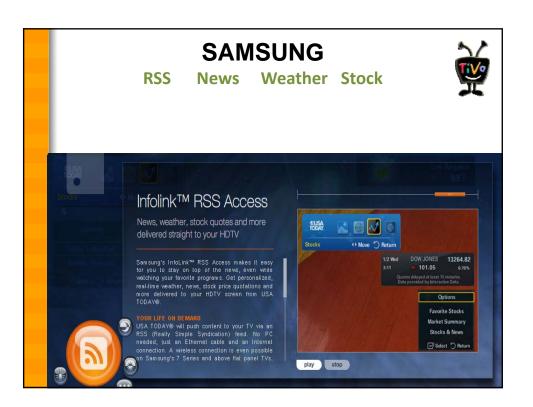




- Key areas of Focus
 - Tru2way
 - Content directly to the TV
 - Bypassing PCs
 - Broadband partners

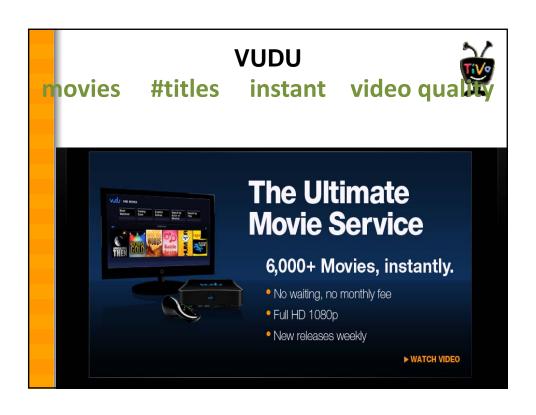


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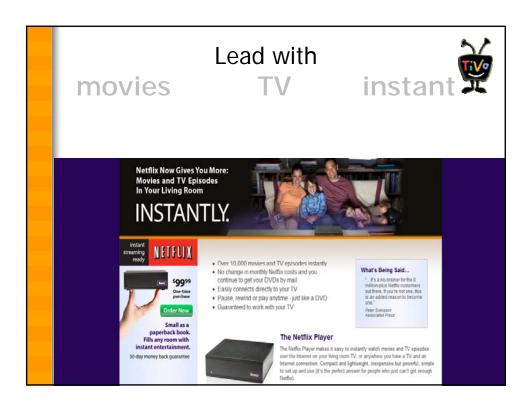












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- One Box, One Remote, One UI, Simple
- Integration of multiple content sources into one easy to use experience



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