COMPACT

MEDIUM

FACELIFT

FULL SIZE

Product Roadmap

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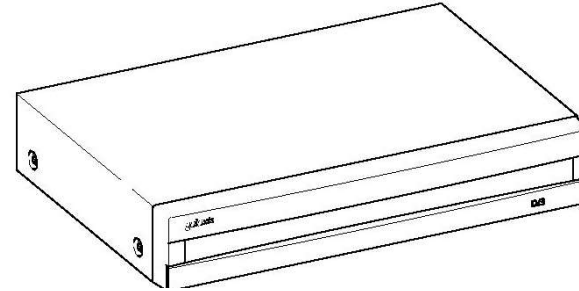
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Digital TV for Everybody

- The intentions of the digital TV viewer
  - Watch TV (choose between hundreds of channels)
  - Operate set-top box (navigate, select, program, record, replay)
  - Use additional services (programme guide, entertainment, shopping)

- The significance of the interface
  - Interface is a quality characteristic of the device
  - As far as the customer is concerned, the Interface is the product (Jef Raskin)

- The characteristics of the device
  - Attractive (industry design, size, color)
  - User-friendly (user interface design, speed)
  - Value (brand, reliablity, prize)

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Roadmap

- **Present**
  - One box
  - Many user interfaces
  - Different software (galaxis middleware, OpenTV)

- **To Do**
  - Introduce different product lines for different market segments
  - One user interface
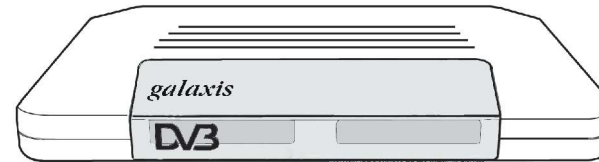 - Modular software LinuxTV +Application API [MHP, MHEG-5, OpenTV]

- **How**
  - Collaborate with external industry and interface designers
  - Install a Product Design Team

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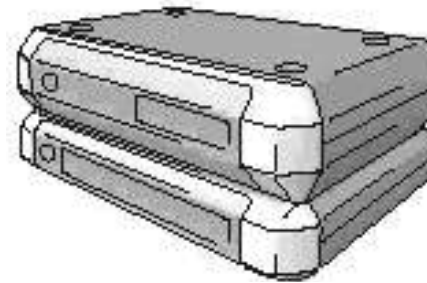open·your·eyes

Compact Size

- November 2002
  - Retail Market
  - Compact
  - Low Cost
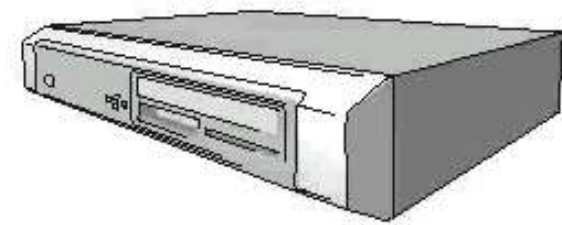 - DVB-T, DVB-S, DVB-C
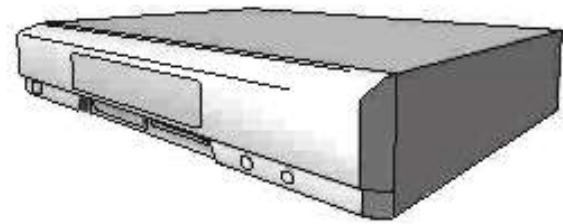
Medium Size

- 2nd Quarter 2003
  - Extendable
  - Cost-efficient
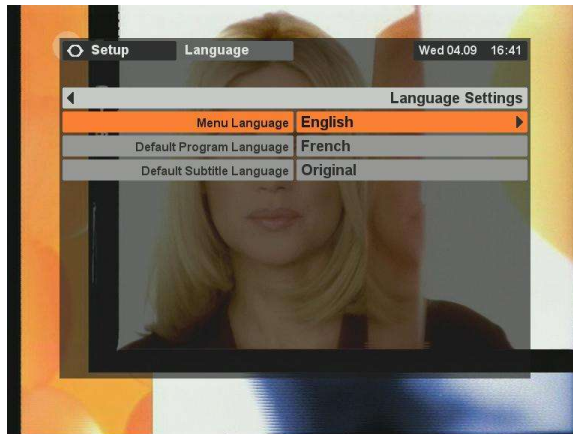 - Modules (Harddisk, PVR)
  - prepared for MHP

Full Size

- 2003
  - New front for the existing case
  - Optional harddisk
  - optional device for external media
  - prepared for MHP

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LinuxTV user interface

- Generic user interface
  - Colors optimized for the TV screen
  - Compliant to industry specs (Nordic spec, Premiere)
  - Prepared for additional modules (Media Player, Archive)

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Thank you

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