

# Semiconductor Technology and Trend that Changes Our World

## *Digital Home Evolution*

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Cortina System

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# Big Picture: 3 Screens & the Cloud

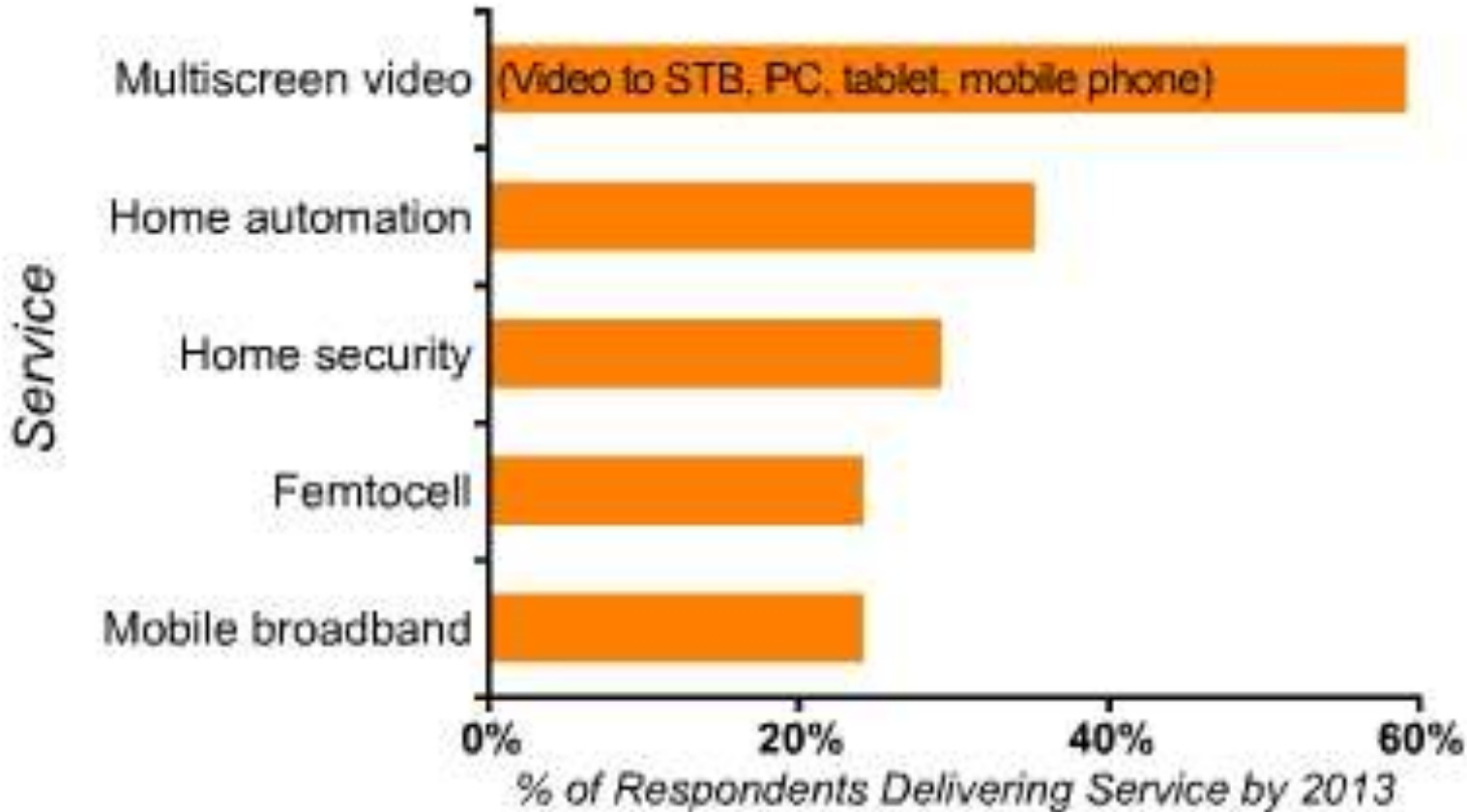


Content (Storage) <-> Networking <-> Media

- Mobile Visual Experience: Tablet/NB/Mobile Phone
- Carrier Service Platform: Gateway/Media Center
- Connected Living Room: Thin STB/Smart TV

# Carrier Router Market Trend

## Fastest Growing Services Delivered Using Residential Gateways



© Infonetics Research, *Residential Gateway Deployment Strategies: Global Service Provider Survey, May 2012*

# *Digital Home Market Trend*

- Home Appliance
  - Nothing is better than Free
  - Provisioned & Amortized Home appliance
  - All IP-based – Connected home
- Connectivity's
  - No String Attached – Wireless
  - No New Wire – Powerline, MoCA, HPNA -> g.hn
- Enough is enough
  - Pay for the cool factor
  - Low cost & Intelligent – Continuous silicon innovation

# Consumer demands Ubiquitous Content Delivery



- Any service
- Any content
- Any device
- Any time
- Any place



# Home of Clutters

## RG/AP



Wireless Router



VoIP

## Media Server



NAS



Desktop PC

## Media Player



BD Player



Stereo Receiver



Media Player

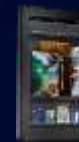
## User End-Device



HD TV



Stereo Speakers



Tablet



Smart Phone



Laptop



Video Camcorder



Camera



XBox



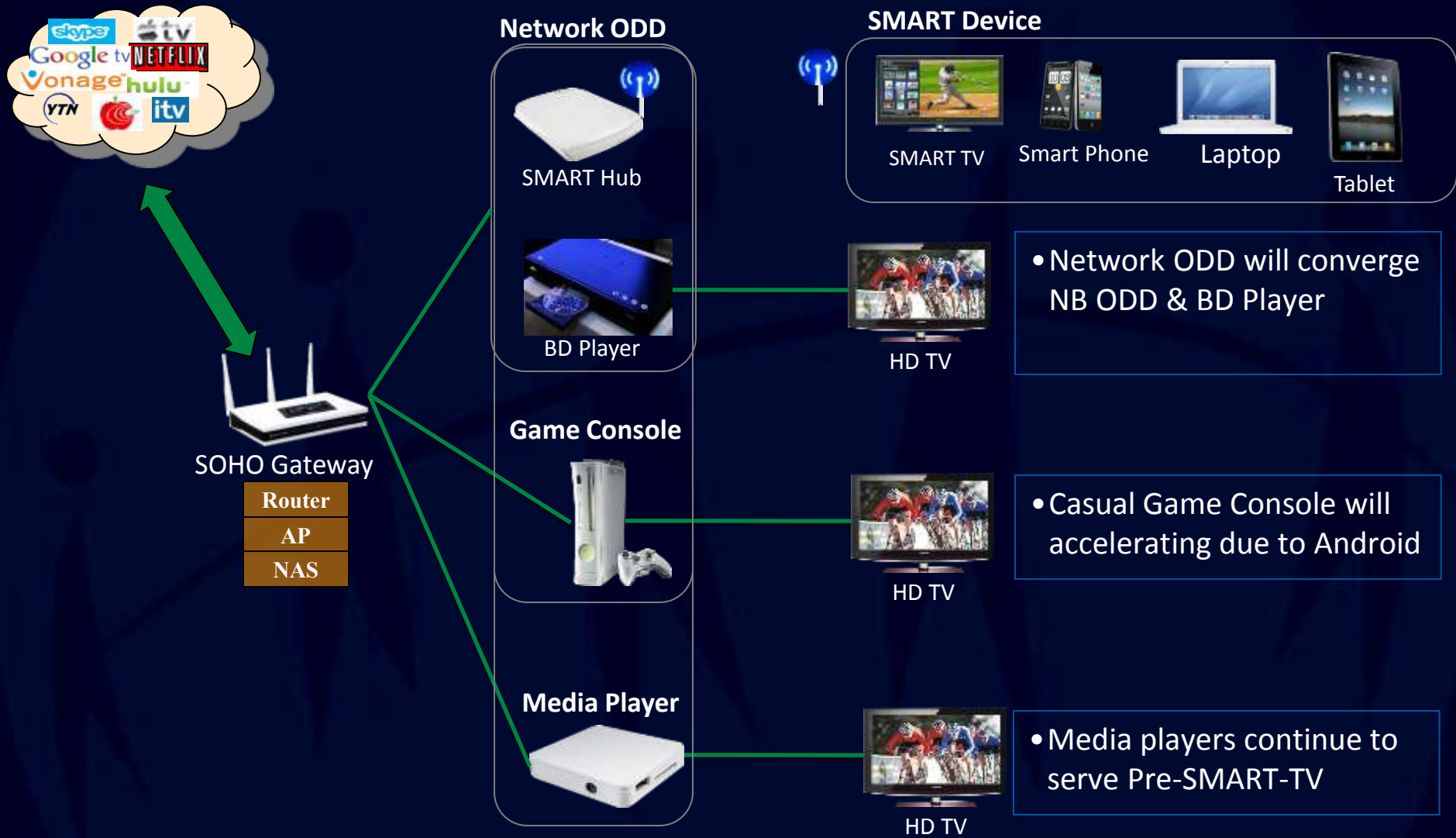
PS3

# Edge of the house: Service Platform/Control center

- **One-Box ControlCenter**
  - VoIP
  - Router Gateway
  - Concurrent DB WiFi
  - PVR/DMS (Storage)
  - Print server
  - Home Automation, etc.
- Enterprise performance: NAT, QoS, security, WiFi throughput
- LCD display
  - Video phone, picture apps
  - Over-the-top applications
  - Ease installation, remote diagnostic, reduce service call and RMA
- **Future proofed platform & seamless working with all Mobile client devices**
  - iOS/Android



# Home Center: NAS/BD/Media Player Evolution





# Infotainment Media Center Features

- Media storage
- DMA: Streamer, Video/Picture Player
- Game Console
- Networked ODD/BD
  - Watch movies on different devices
  - Copy/backup DVD/BD to HDD
- Wireless access point
  - Gateway to mobile devices
- IP- STB: IP ↔ HDMI
- Router gateway, VoIP



# All-in-One Info-tainment Hub – Smart Hub

- Thin STB: IP ↔ HDMI



Streamer, Video/Picture Player



Game Console:

BD Player



: Play Video on TV

- Networked R/W ODD: Connected to Ultra-NB/Mobile



- Wifi RG/AP/Storage
- TelePresence



- Connectivity + Performance + Cost/Portability