

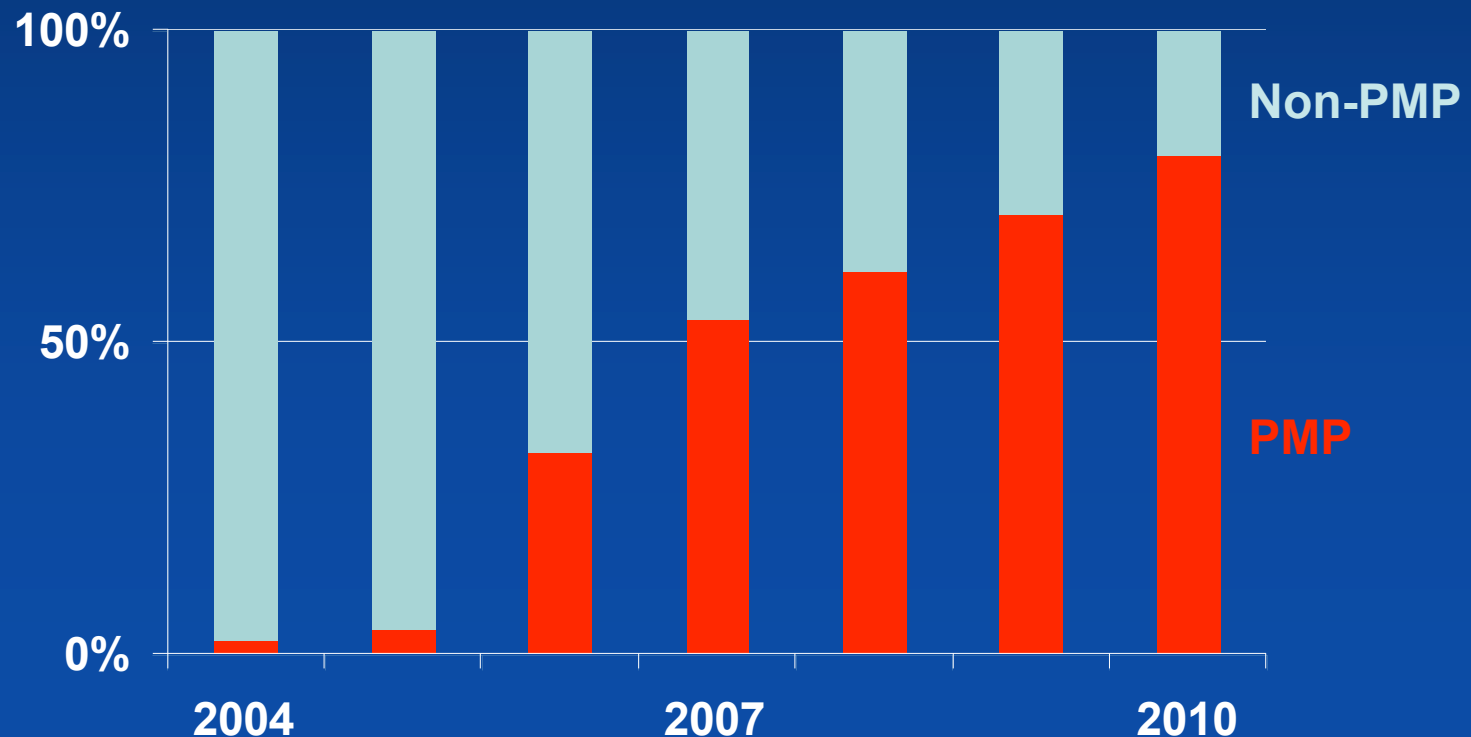


The Once And Future PMP

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2005 – 2010: From MP3 to PMP

- Apple changes the game: HDD MP3 players now PMPs
- Flash based PMPs appear in 2006
- HD and wireless standard by 2010





One CE Device To Rule Them All

- Contenders
 - Media center PC
 - Set-top box
 - Game device
 - Handset
 - PMP
- PMP: from dark horse to front runner
 - Portability
 - Flexibility
 - Simplicity

Beyond 2010: From PMP to PED

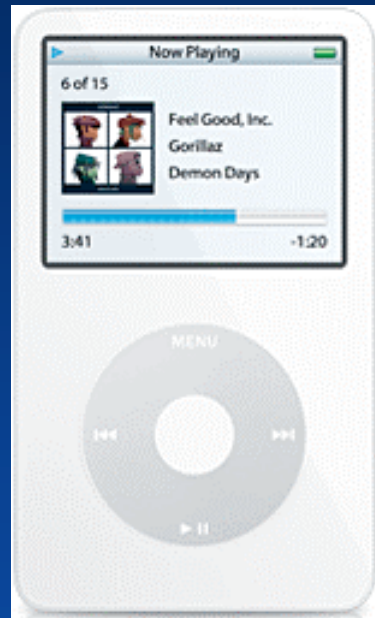
Built-in projector

- HD video
- 3D environment

Gaming

Storage

- More content than a consumer can ever use



Security and Control

- Biometrics
- Voice Recognition

Non-entertainment?

- Medical
- Financial



Summary

- MP3 player evolving into PMP by 2010
- HDD not dead!
- PMP is the leading contender to become the dominant CE “über-device”
- Beyond 2010, the PMP will evolve into a Portable Entertainment Device (PED)