

PHILIPS

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Philips Consumer Electronics



SatExpo
3 Ottobre, 2003

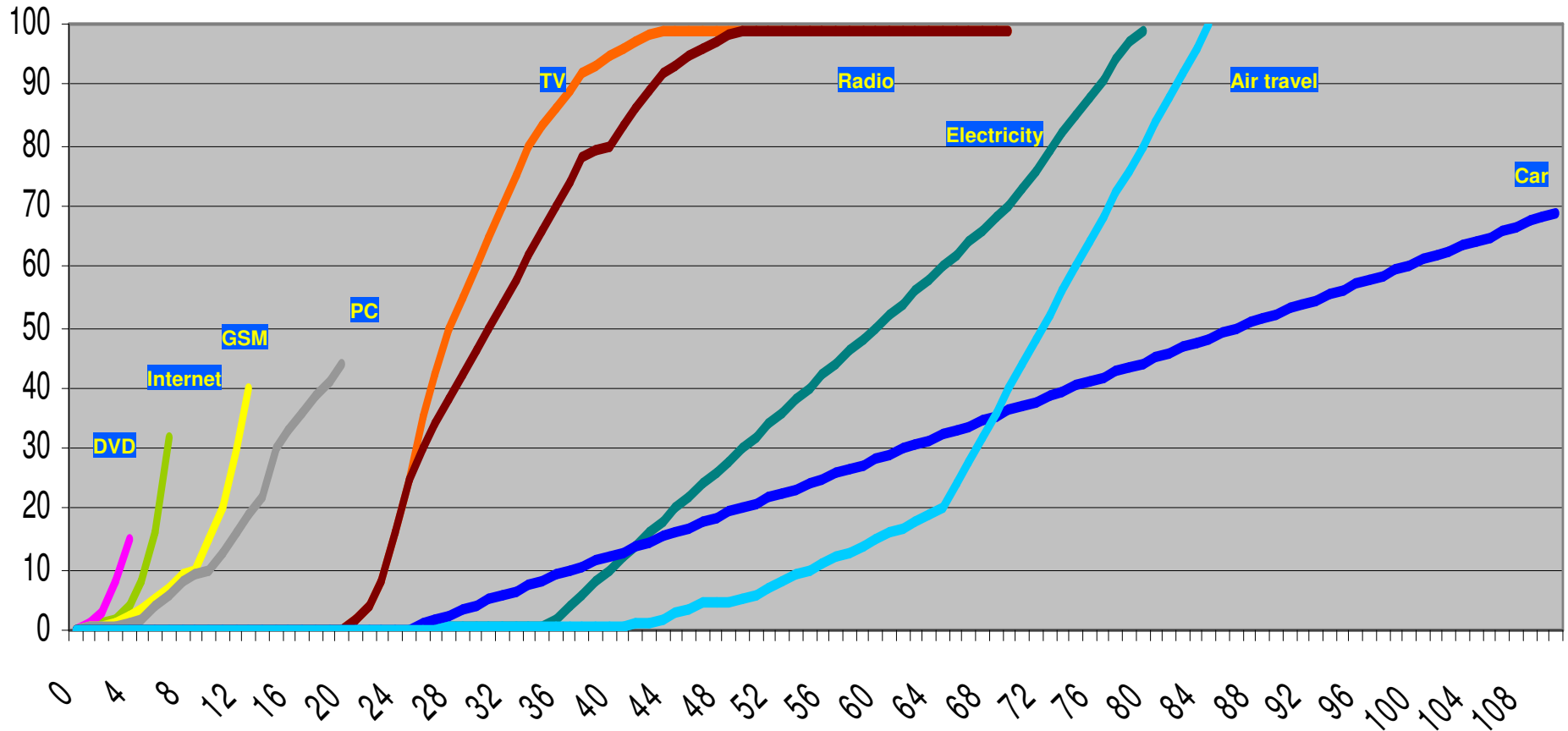
Philips Position

		World	Europe	
Lighting		1	1	
Consumer electronics (audio/video)		3	2	
Monitors (units)		3	2	
Shavers		1	1	
Steam irons		2	1	
Dental care (electric toothbrushes)		2	2	
Semiconductors		11	4	
Color picture tubes		2	1	
Optical CD- RW drives and modules		1	1	
Large LCD displays		1	1	
Mobile LCD displays		1	1	
Medical imaging equipment		3	2	

Philips Vision

- We see Digital Television as a mean to enable interactive services beyond the PC.
- We believe that all European markets will start using Digital & Interactive (**MHP**) in the next 18 – 36 months.
- We are putting substantial resources in developing **MHP** software & products and forecast a market of more than 10 M units per year in 2005/2006.
- In the coming years, Philips **MHP** sets will have Internet and PVR features at a fraction of the cost of analog.
- We will use **MHP** to create a wealth of new digital devices around the TV.

Technology & Penetration



DVD expected to reach 50% in 2005 (after 8 years)
What about digital TV ?

DTV market requires 3 C's

- Common standard across Europe (scale effects & flexibility)
 - FTA
 - Enhanced & Interactive
 - Consistent marketing approach
 - Broadcasters (Regional & National)
 - Content providers
 - Government
 - Manufacturers
 - Clear consumer propositions / education
 - Benefits
 - Choice of HW/SW
- } DTV Forum

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Product Plan Italy

Philips MHP Set-top-box (part 1)

- Free-to-air Terrestrial receiver
- Demodulation type COFDM
- Aerial input UHF IV-V frequency range
- MFN/SFN reception
- Video format 4:3/16:9
- Dolby Digital 5.1
- Low & High speed Modem
- Automatic program search
- TV/Radio mode
- Program child protection via PIN code
- Run download MHP application



Philips MHP Set-top-box (part 2)

- Now & Next EPG
- Multibrand remote control TV/CVR/DVD/Amplifier
- Software upgrade over the air & Serial
- Connectors: optical S- PDIF, TV(RGB)/VCR Scart, PSTN RJ11 telephone line, Serial interface RS232 & RJ9
- **Lancio in Italia Dicembre 2003**



mhp®



Philips “Zapper” Set-top-box

- Free to air Terrestrial receiver
- Demodulation type COFDM
- Aerial input VHFIII / UHF IV Vfrequency range
- MFN/SFN reception
- Video format 4:3/16:9
- Automatic program search
- Program editing add/delete/move
- TV/Radio mode
- Favorite program list TV / Radio
- Program child protection via PIN code
- Time programming Now Next
- Software upgrade over the air
- Connectors: TV(RGB)/VCR Scart, Serial interface RJ9



Condizioni necessarie per sviluppare la TV digitale Terrestre in Italia (parte 1)



Alla tider					
	Markera	Merj (grön)	Merj (blå)	Merj (gul)	Merj (röd)
19:00 - 21:15	Fotboll	Damer			
19:00 - 21:15	Fotboll	Herrar			
19:15 - 21:30	Gymnastik	Kval, herrar			
23:45 - 01:25	Cykel	Damer, 500 m final			
21:45 - 23:45	Cykel	Herrar, 1 km final			
21:30 - 23:00	Landhockey	Herrar			
21:30 - 00:00	Handboll	Herrar			
22:45 - 00:45	Judo	Herrar, 60 kg			
22:00 - 01:00	Badminton	Damer, dubbel			
19:03	Lär 23/9	Nästa sida >	(1/2)		

1. Le specifiche italiane della rete TV digitale dovranno essere chiaramente definite e implementate.
2. Le specifiche sopramenzionate dovranno essere in linea con gli altri stati membri. Differenze importanti ritarderanno l'introduzione di nuovi prodotti STB.

Condizioni necessarie per sviluppare la TV digitale Terrestre in Italia (parte 2)



3. Le specifiche minime del STB dovranno essere definite dal governo/operatori.
4. Le specifiche sopramenzionate dovranno essere in linea con quelle adottate da altri paesi Europei. Differenze importanti (come la richiesta del tuner analogico nel STB) ritarderanno l'introduzione dei prodotti e aumenteranno il suo costo.

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