Convergence is So Yesterday: THE FUTURE OF TELEVISION
Television Entertainment Trends

- 500 BILLION HOURS Of Video Content in the Cloud*
- 12 BILLION DEVICES Can Receive TV Content Via Internet**
- TV Still the Center of People's Lives

*Supply, YouTube, 2008 **Euromonitor, iSupply, IDC, 2008
Television Trends

- Platform independent development
- Standards take hold
- Television is currently changing from a device to an application
- Highly personalized and social experience
Top-to-Bottom Spatial MUX Detail

- H-Sync
- V-Sync
- Left Frame Active Video
- Right Frame Active Video
- Horizontal blanking
- 1280 or 1920 Active pixels

Vertical blanking
Left active lines
Right active lines
720 or 1920 Active lines
Total lines
Our Vision

- Entertainment to fit the time span desired & social setting of the viewer
- Interaction will become an integral part of the entertainment experience
- The most exciting part of TV will be the content
- Television will match each person’s interests
- TV will be everywhere!
Developing the Future of TV by Understanding What People Really Want

Over a Decade of Global Ethnographic Research

Rigorous Consumer Testing and Iteration
The Future of TV as an EXPERIENCE

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INFORMATIVE

UBIQUITOUS

PERSONAL

SOCIAL

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Architecture for Informative TV

- **Video Processing**
  - Object detection and tracking
  - Mid-level keyword detection

- **Metadata Generation**
  - Cast indexing
  - Highlight detection

- **Personalized Browsing**
  - Highlight event
  - Interested characters

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Informative TV Demo

Sports Highlight Viewer

Swedish Soccer Championships 2001
Hammarby, Stockholm, Sweden

Event Log
00:00.000 - Goal
00:25.270 - Goal
00:59.690 - Goal
01:13.980 - Shoot
01:34.890 - Shoot
01:57.110 - Shoot
02:02.290 - Free

Legend

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UBIQUITOUS
PERSONAL
SOCIAL
Architecture for Ubiquitous and Personal TV

- Content Providers
  - Broadcast • Streaming • Download
- Recommended Content
- Advertisers
  - Personalized Ads

Web Context: Private and Secure

Mobile Context: Private and Secure

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Participatory Media
People are Active Participants
Role of IA in the Future of TV

- Provides greater intelligence
- Creates personal experiences wherever you go
- Connects people

It's not a question of *if* or *when*, but is a question of *how*
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The Future of TV is Immersive Entertainment
Immersive Video

3D TV Revolution Is Upon Us
September 2, 2009

Sony to Launch 3D Television Next Year
September 3, 2009

First 3D TV Channel Coming to U.S. Next Year
August 17, 2009

3-D Television Expected to Come to Homes in 2010
September 18, 2009
The HDI Difference
Comfort • Clarity • Color • Cost • Compliance • Coming Soon

Efficient RGB Laser Sources

Dual 1080p LCOS Imagers

Extended Color Space

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HDI LENS ARRAY OPTIC PROJECTION
The Challenge of Real-Time 3D Capture
The Limits of Copper Cables

Existing Electrical Cabling
SIP to Truck

27 x 3 Gb/s Coax
9 x 1 Mb/s Serial
1 x 1 Gb/s Ethernet
Simplifying With Light Peak

Existing Electrical Cabling
SIP w Truck

Light Peak
One Optical Cable

Up to 100Gbps
Up to 100m
Light Peak in Action

- Devices
  - 8 Gbps
  - 1 Gbps

- Computer
  - Up to 100m
  - 10Gbps

Multiple Protocols • Bi-directional Transfer • Quality of Service • Hot Pluggable
The future of TV = Informative TV, Ubiquitous TV, Personalized TV, Social TV

An immersive TV experience across multiple devices opens up new challenges and opportunities.
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