

ADS Tech...Solutions for the Digital Home Entertainment Ecology

Background

Why is there such an intense interest in digital home/personal entertainment solutions?

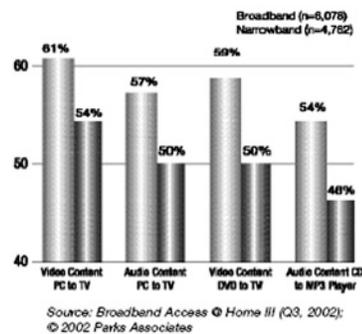
Some will tell you we are tired of the cost, hassles and inconveniences/disruptions of going to the movie theater. Others say it is the need for people to take a break from their non-stop routine of rushing to and from the office, meetings, errands and the kid's after-school activities. Then there are those who simply state that it is just too easy now to reach out and enjoy the good things life has to offer without leaving the comfort and convenience of your own home.

Whether you believe the market research analysts, the mental researchers, the sociologists or your own physical and mental warning mechanisms, the facts speak for themselves.

People work hard, want to enjoy the fruits of their labor, understand and appreciate the growing availability of digital entertainment and understand that a rich, balanced life is a life worth living. As a result, we spend more on DVDs than on movie tickets. DVD players are in almost every home. Young and old alike purchase and use portable audio and video entertainment devices in increasing numbers. High-quality digital television, complete with 5:1 surround sound is becoming standard and people expect to tailor the viewing to their schedules rather than an arbitrary station's schedule.



But all of these components have created islands of outstanding digital content. The goal, as far as consumers are concerned, is to bring all of the analog and digital assets together.



Today, the industry is abuzz with a mantra of entertainment and information convergence that saves space, delivers content efficiently, is economical and will work together without a hassle.

While members of the computer/communications industry have constantly advocated and promoted networking and sharing devices, CE producers have always viewed entertainment as individualized and personal islands. Despite these opposing views, it has been at the urging of the consumer to bring these devices more in line with each other so they can share entertainment content.



A true digital home ecology or environment brings all of the devices together so they store, share, serve and display your media content.

Despite improvements in almost every area, the networks have, for the most part, been used for personal computers and peripheral sharing. This has been efficient and effective; but it is only the beginning of what people want to do in their homes – bring together their images, their video and their music to truly have a total home entertainment experience or ecology.

People want an environment where every device is part of the digital ecology. Preferably, they want these devices interconnected wirelessly; and, when desired, to the Internet.

The ADS Tech Vision

While we will undoubtedly always have the three entertainment islands in the home, consumers want devices and solutions that work together seamlessly. People want products that they can easily install. Consumers are looking for products that deliver true personal and family value and are affordable.

While some firms offer end-to-end solutions, they are often based on proprietary technologies and products. Other partial solutions are developed to the industry's open standard but do not offer consistent interoperability.

To overcome these shortcomings, ADS Tech developed the Media-Link™ Entertainment Evolution (me²) program of customer solutions that meet the CE/PC Industries framework for the digital entertainment environment.

Each of the firm's products works independently, delivering customer value and economy in their own right. Each me² product is also seamlessly interoperable with the ADS Tech Media-Link and other ADS video/audio products that display the me² logo.

Working within the industry's standards-based interoperability framework, Media-Link is a pivotal product for enabling users to watch and listen to digital entertainment files that are stored on their PC, TV or stereo at other locations in the home/office.

ADS Tech developed Media-Link technology because people want a fast, easy, economical means of acquiring, recording, storing and sourcing their digital content. Rather than force the consumer to replace their current PCs, stereos, broadcast tuners, set-top boxes and home theater sets, ADS management focused on developing a solution that enables these entertainment components to provide maximum enjoyment.

me² Ecology

The family of ADS Tech solutions increases the functionality and value of each CE devices while maximizing the capabilities and benefits of the PC. The entire family of me² products addresses the three key areas of today's home entertainment environment. – content acquisition, content storage and content distribution.

The flexible, portable and scalable technology is based on the industry's universal plug and play AV protocol (UPNP-AV). This enables users to easily attach devices to the network without difficult or time-consuming set-up and integration. It was also designed to ensure that audio and video would be streamed throughout the house with the highest possible quality.

The me² solutions provide convenience, ease of use and flexibility in selecting products. People can store the same content in their multimedia mobile phones, PDAs or other mobile device to enjoy it wherever they go.

me squared in Action



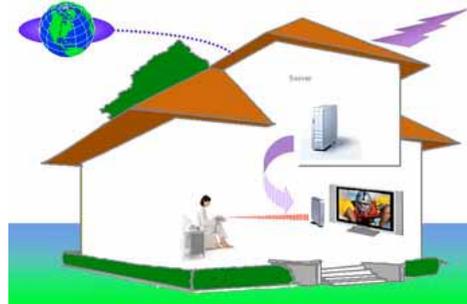
Featuring both Ethernet and 802.11G wireless capabilities, the Media-Link Digital Entertainment Receiver enables you to gather, store and share content – movies, music, photos and Internet streaming content -- from your PC to home theater or entertainment system.



From anywhere in the home, you can access your entire digital music collection stored on multiple network-enabled devices. You can download music from a subscription service or copy it to CDs and store the content on multiple networked devices, including your PC, audio jukebox or portable audio payer. You can group and categorize your music to create a virtual jukebox for playback on any of the Media-Link enabled devices in the house.



When you return home from a trip, family event or other activity; you can download your digital photos to your home network and transfer them to your PC where they can be reviewed, sorted and archived. When the downloading is completed, you can send them electronically to friends and family around the globe. You can print and frame them. You can use them as screensavers for your PC or mobile device. You can also archive them to a CD or DVD disc as a photo album, complete with background music.



Whether you download video from your camcorder, your television or the Internet, you can edit and author your materials so they can be enjoyed and shared with others. You can stream the multimedia content to friends or family. You can produce VCD, SVCD or DVD discs that can be shipped to them to enjoy at any time. You can easily access the content from the archive and enjoy it on another video system in the house...wirelessly.

me² ... Capture, Store, Distribute

Instant Video Capture Products

The industry leader in video hardware/software capture and encoding products, ADS Tech offers the most complete family of audio/video capture solutions available for both first-time users and professionals.



Mobile Video

Instant VideoMPX™ was developed for people who want to take their video with them in a compact, easy to carry form. You can quickly capture your content to the latest compression standards in real-time including DivX® video, MPEG 1, VCD and WMV 9. Then, your content can be played back on leading PDAs, portable video players, and DivX DVD players or through a digital media receiver for video distribution throughout the home.

Instant Music



Instant Music™ is an easy-to-use, economical solution for people who want to protect their collection of LPs, 45s and cassette tapes from warping, scratches and deterioration. It includes all of the music capture, conversion, editing and CD publishing tools needed to convert analog music to the user's digital music format of choice in four easy steps. Music files can be played back from a PC, portable MP3 player and Digital Media Receiver devices such as the new ADS Tech Media-Link Wireless Receiver.

TV Tuner Products



Whether you prefer a PCI add-in or USB-connected external solution, ADS Tech provides you with the fast, easy, high-quality means of recording TV programs to your PC--regardless of how the signal is captured. Equipped with a robust EPG, a remote and tuning software, you can timeshift live TV shows. You can record to your hard drive or direct to VCD, SVCD or DVD in the MPEG 1, 2 or 4 formats. You can even capture and record FM and Internet radio programs.

Storage Products

A leader in the development of external add-on storage solutions, ADS Tech is developing a unique family of wired or wireless network attached storage (NAS) solutions that will enable users to quickly, easily install any manufacturer's hard drive type, speed and capacity. The kits will be provided with the NAS chipset as well as UPnP and media server software to send, receive and store files from any PC or digital media receiver-attached entertainment device. Because the NAS is a server, it can be used even when no PC is available so you can watch movies or listen to music at any time.

Content Distribution

ADS Tech's Media-Link is at the forefront of the digital entertainment evolution that allows you to use this digital media receiver (DMR) in your home theater, living room, family room/den or office. The UPnP unit enables you to instantly connect it to wired or wireless home networks to send, receive, store content to your EC, PC or other device and even connect to the Internet. If you have high-speed Internet service in your area, you may be receiving Internet Television (IPTV) rather than cable TV and the Media-Link will provide instant connectivity and content distribution.

Connecting to your TV or entertainment system, you can use your remote control to select the media content you want to view, listen to or enjoy. Whether you connect to your primary home network server or NAS server, you can play DVDs or personal/family videos in a small window

or full screen. You can “flip” through your digital photo albums, listen to your favorite station in the background or select your favorite Internet radio program for any of the thousands of stations around the globe.

Media-Link allows you to access any of the network-enabled set-top boxes, PCs, TVs or entertainment centers in the house and choose the entertainment you want to watch or record for later playback.

ADS Tech’s Media-Link is the ultimate DMR that gives customers the freedom of wired or wireless connectivity. Whether it is used as a standalone device or combined with other ADS Tech me squared products, it is easy to connect and use and it simplifies the capture, storage and playback of digital content throughout the home.

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