

# Barriers are Falling for 1394

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## ***Interest in 1394***

- 1394TA being invited to symposia & shows
- 1394TA membership growing rapidly
- Many designs being done
- Press interest is very high
- New start ups devoted entirely to 1394
- Two Books on 1394
- 1394 Classes being developed for profit



# ***Benefit of 1394***

- Removes Barrier btwn PC & AV
  - ◆ PC easier to use
  - ◆ Better A/V Quality
  - ◆ More Applications
- Increased speed of 1394b = PC roadmap for future upgrades
- Complements USB and FC





# *Life Cycle of New Tech*

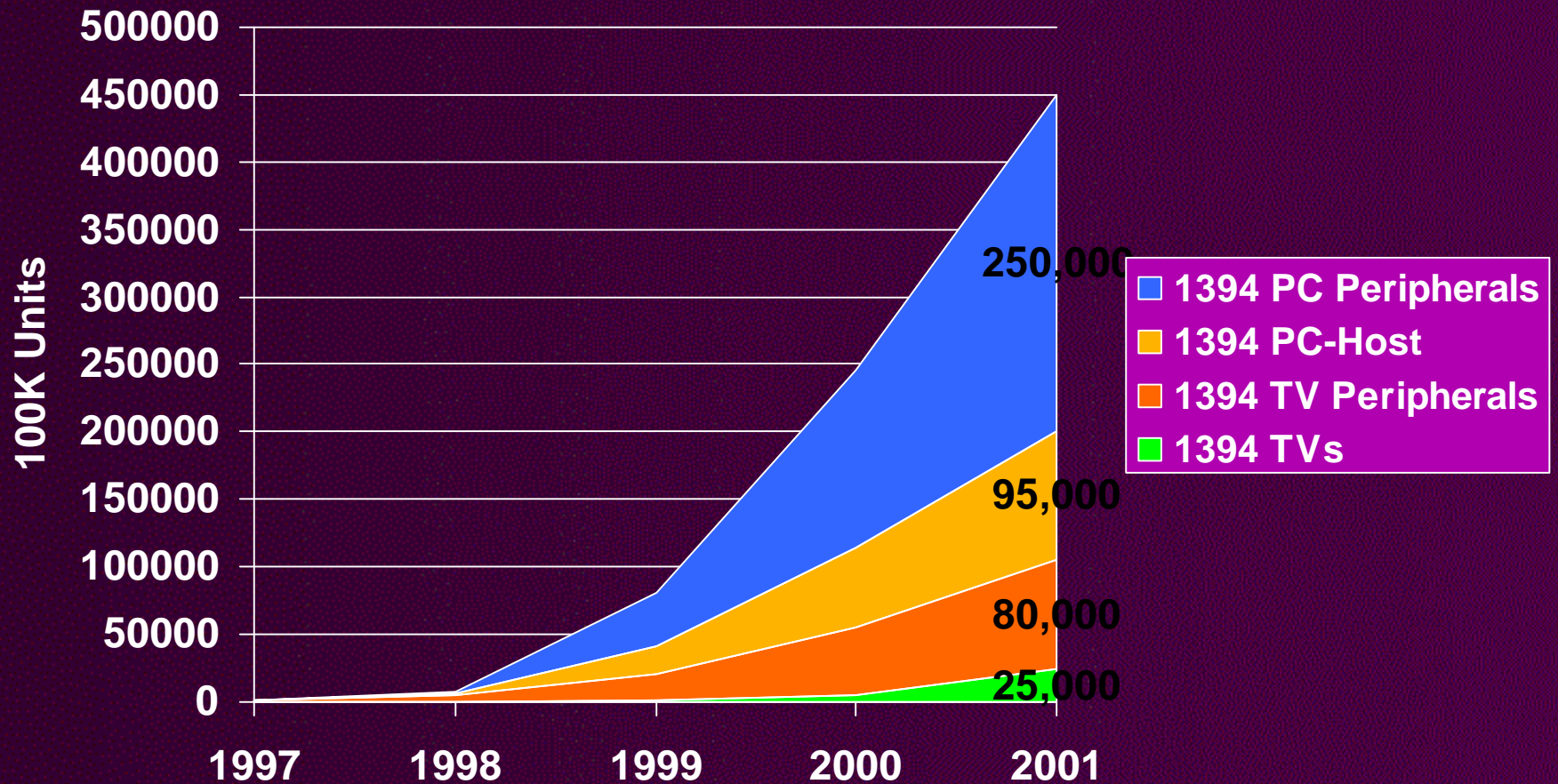
- Intro of New Technology
- Infrastructure Built
- First Product(s)
- Fine Tuning
- Full Market Launch

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# Total 1394 CE & PC Products



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# *Copy Protection*

- Developed by Hitachi, Intel, Matsushita, Sony, and Toshiba
- May be available this summer
- Already accepted by Hollywood
- Industry Consensus

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# *Compliance/Interop*

- Plugfests starting in July
- Interop WG working with Zayante on Phy Compliance
- Other independent efforts



# *Windows 98*

- Shipping
- Supports OHCI
- Storage and Consumer Devices included in next service release
- Write drivers to WDM
- NT 5.0 expected 4Q98



# *Intel Chipset (?)*

- Intel a strong supporter
  - Premier Sponsor for 1394 Dev Conf
  - Elected to the 1998 1394TA BoD
  - Strong Presence at 1394 Stnds Committee Mtgs
    - 1394a, 1394b, 1394.1, 1212r, 1394 OHCI 1.1,
    - Device Bay, Card X, CPTWG/DTDG
  - Driving Force on 5C Proposal for Copy Protection
- Other PC Silicon Sources
- Acer, Apple, NEC, Compaq



# ***The 1394 Revolution***

- Industries are being changed
- Start ups are flourishing
- Careers on the fast track
- Huge multinational corporations
  - ◆ Banking on 1394 to increase their sales
  - ◆ Change their image
  - ◆ Move them ahead of their fiercest competitors