



CES 2009: Lean, Green, and a Pedestrian's Dream

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Setting The Table

- Hey, where'd all those **consumers** go?
- The next big thing for HDTVs: **Speed**
- Dieting is in – let's get **skinny!**
- Where's your **network interface?**
- Is **3D** really the next big thing?
- **LEDs** are coming on strong!
- **Save electricity**, save the planet...

Recent Price Benchmarks

- Westinghouse W3223 32-inch 720p LCD \$499
- Dynex DXDP42-09 42-inch 720p plasma \$599
- LG 50PG20 50-inch 720p plasma \$999
- Mitsubishi WD-65735 65-inch 1080p DLP \$1,599
- Samsung LN46A630 46-inch 1080p DLP \$1,699
- Sharp LC52D85U 52-inch 1080p LCD \$1,899
- Vizio VF550XVT 55-inch 1080p LCD \$1,999
- Sharp LC-65D64U 65-inch LCD TV \$3,999 (includes a Sharp Blu-ray player, too!)



SAMSUNG

And Now, The News

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Ripped From The Headlines

- More Consumers Ditching Cable, DVD
 - *A growing tide of consumers over the last year or so **have begun cutting their cable television subscriptions and shunning DVDs** as more content becomes available online and faster broadband connections reach more parts of the country. Now, with the economy in a tailspin and consumers pinching budgets, the trend is picking up speed **even though high-definition offerings and live events are still hard to come by**...some estimates have put the figure at about **1.1 million, or 1% of U.S. households with televisions.** (From Dow Jones Newswire 2-9-09)*

Ripped From The Headlines

- No News Is Good News

- Japan's *Sony Corp.* will likely suffer an *annual operating loss of about \$1.1 billion*, its first such loss in 14 years, due to sluggish sales and a stronger yen...Shares of Sony tumbled 9 percent, *slicing \$2 billion off its market value to \$22 billion*, while rival *Toshiba Corp.* dropped more than *8 percent* after Japanese media said it too was headed for a big loss this financial year. The global economic slump has dampened demand for electronics products, causing inventories to pile up and prices to tumble, and Sony is feeling the pinch in every corner of its operations. *(From Reuters 1/13/09)*

Ripped From The Headlines

- Throwing In The Towel?

- *Pioneer Corp.* said it is considering...a possible withdrawal from the company's unprofitable flat-panel television-set operation... *Pioneer plans to pull out of its television business and split off its DVD-player operations into a joint venture with Sharp Corp.* Pioneer has been getting squeezed by larger competitors that are lowering prices at a pace faster than the company can slash costs. In its fiscal second quarter, which ended Sept. 30, Pioneer said the company's operating loss widened to *7 billion yen (\$76 million)* from 4.1 billion yen. *(From Nihon Keizai Shimbun 2-9-09)*

Ripped From The Headlines

- Hey, Remember Us?

- *General Electric is re-entering the TV market through a new venture, **General Displays and Technologies Company (GDT)**...GE has not been involved in the TV business for years, and its involvement in consumer electronics has been confined to licensing its brand to Asian makers of low-cost products such as cordless phones...this would appear to be the worst possible time to bring a new brand into the North American TV market. But this initiative is real, and GDT's goal is **to make GE a top-tier brand** that rivals the likes of Sony, Samsung, and Sharp. (From Insight Media 1/8/09)*

Ripped From The Headlines

- Hurry Up And Wait

- Congress agreed to move the *digital-TV transition date* to *June 12* last week, but hundreds of TV stations will likely go digital on *Feb. 17* anyway, which could prompt the Federal Communications Commission to step in. The FCC has said that, while stations may still ask to pull the plug on Feb. 17, *the commission may deny the request if it feels it is not in the public interest* — for example, if all the stations in a market with high analog-only penetration want to make the switch early. So, while the date move was billed as voluntary for stations; in practice, it might not be. *(From Multichannel News 2/4/09)*

The background of the slide is a grayscale image of a curved wall with a grid pattern. The word "SAMSUNG" is written in large, white, bold letters across the top of the wall. The grid pattern consists of rectangular panels, some of which appear to be recessed or have a different texture. The overall lighting is bright, creating a clean and modern aesthetic.

From The Front Line: CES 2009

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So, Who Actually Showed Up?

- Attendance was predicted to drop by 14%
- Actual drop was more like 30 – 40%!
 - Average wait for a cab, Day 1 2008: **1 hour**
 - Average wait for a cab, Day 1 2009: **10 minutes**
 - Little traffic on Paradise Road first two days
 - Many hotel room rates slashed at last minute
 - No waiting line for the monorail!

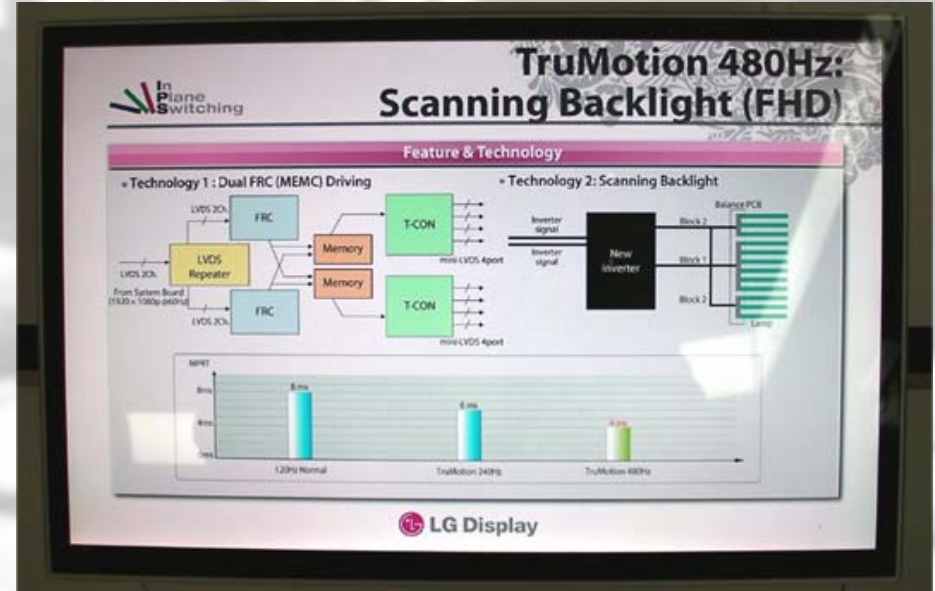
The background of the slide features a large, semi-transparent Samsung logo in white, centered horizontally and slightly above the middle vertically. The logo is set against a light gray grid pattern that covers the entire slide. The grid lines are thin and evenly spaced. The overall aesthetic is clean and modern, typical of a corporate presentation.

Gems, Newsworthy Items, and Other Finds at CES 2009

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HDTV Is Getting – Faster??

- **LG Display 480 Hz Demo**
- Advanced Super IPS LC alignment system
- Scanning backlight and black frame insertion allows 480 Hz refresh rate
- Minimizes motion blur
- As a result, plasma manufacturers now claiming 600 Hz rates!



Careful you don't get a speeding ticket...

LCD Refrigerator Magnets



JVC showed a .28" thick LCD TV with a magnetic back plate that can be stuck to a metal surface

Who Knew They Were So Bright?

- **Vivitek LED-powered home theater projector**
- Single-chip DLP design
- 1920x1080 resolution
- About 700 lumens brightness
- LED time to half life is estimated at 25,000 hours
- Price: \$19,995
- Availability: June 2009



Don't worry, it will get smaller!

Why Didn't I Think Of That?

- **PPC locking HDMI connector**
- Uses existing detents on HDMI jacks
- Works with any HDMI connection
- Resists up to **12 lbs** tension before extraction (normal connector is rated at 3 lbs.)



Sometimes the simplest ideas are best

Ready When You Are

- **LG Displays 15-inch OLED**
 - Super-thin HDTV monitor
 - High color saturation
 - Excellent contrast
 - Less than ¼" thick
 - Ready for production – just waiting for customers!



Thin, lightweight, and “green”

Now, That's Portable

- **Toshiba TDP-F10U LED Pocket Projector**
- LED-powered design
- Single-chip DLP
- 800x600 resolution
- 100 lumens brightness
- Weighs 1.4 pounds
- MSRP: \$599



Fits easily in a coat pocket!

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The Skinny on "Skinny"

- **Hitachi Thin Plasma**
 - 50-inch glass cut
 - 1280x1080 resolution
 - "Floating" support stand
 - Measures .35" at its thinnest point
 - Prototype model, not in production yet



Cutting out the fat

Calling All Couch Potatoes

- **Toshiba motion sensing remote control demo**
 - Sensors respond to different gestures
 - Change channels, raise and lower volume, mute TV, order pizza, get someone else to let dog out, hang up on telemarketers



Open Sesame! (Street)

The Widest HDTV Ever?

- **Philips Cinema 21:9 widescreen LCD HDTV**
- 2560x1080 resolution
- 56" diagonal image
- 2.35:1 aspect ratio
- Scanning backlight is used to mask for 16:9 and 4:3
- MSRP: About \$6,000 USD



Wider is always better, right?

Lasers Are Green, Too!

- **Mitsubishi LaserVue rear-projection HDTV**
- 65-inch DLP design
- 1920x1080 resolution
- Powered by discrete red, green, and blue chip lasers
- Consumes far less power than plasma and LCD
- MSRP: \$6,995



Wow! That's all the electricity it uses?

Beaucoup Pixels For You

- **Samsung Ultra High Definition Display**
- 4096x2160 resolution
- Advanced plasma imaging
- .339mm X .363mm pixel pitch – smallest in industry
- 63" diagonal screen size
- Prototype, not in production (but you can drool anyway)



And it does 3D, too!

Get Your HD Anywhere

- **LG Electronics wireless HD demo**
- Transmits 1080p/60 and 1080p/24 formats from BD and other player formats
- Uses WiFi 802.11n and WiMax backbones
- Carries multichannel digital audio and control data
- Prototypes built-in to 42- and 47-inch LCD HDTVs



Smile, you're on *"Candid 802.11n!"*

Sell TV – No, Cell TV!

- **Toshiba 65-inch LCD with LED backlight**
- 4096x2160 (4K) resolution
- Discrete RGB LEDs and local area dimming
- Cell processor (CPU) for hand motion recognition
- Can also record multiple HD program streams
- Advanced image scaling



You've Got To See It In Cell Color...

Networking Is In

- **Samsung “ultimate” BD player demo**
- Player can mount on wall
- Plays BD and RL DVDs
- Network connection also allows direct downloads from Netflix, Amazon, others
- LAN interface now standard on production LG and Samsung players



Watt's Up With Watts?



- **Kill A Watt power monitors**
- Many booths had “green” demonstrations with these
 - Lower power consumption
 - Smart power modes (auto shutdown with no activity)
 - Reduced or eliminated hazardous substances
 - Provisions for recycling at end of product life

The Ultimate Camcorder?

- **Hitachi DZ-BD10HA HD camcorder**
- 1920x1080 resolution
- 7 MP sensor (4.67M for video)
- Records to three formats:
 - **BD-RE** (1 hour record time)
 - **SD-HC** (4.5 hours record time with 32 GB card)
 - **8 cm hard drive** (4.5 hours record time)
 - Only 5.5" L x 3.4" W



Did we leave anything out?

Color Accents Are The Key

- **Sharp 52-inch Aquos with new bezel design**
- 1920x1080 resolution
- Piano black finish
- Color gradation in lower part of bezel for design impact
- Follows Samsung's Touch of Color (TOC) designs
- Blue, copper, bronze, red, other colors available



You want bronze? We got bronze...



Things To Ponder

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Things To Ponder

- #1: Are network connections a must-have on new TVs?
- #2: Will direct downloads of TV shows and Web video replace cable channel tier packages?
- #3: How important is power consumption when considering the purchase of a new HDTV?
- #4: What part will digital terrestrial TV play in future TV viewing habits?
- #5: Can wireless HD signal distribution succeed in the home?
- #6: What difference does the thickness of a TV really make?
- #7: How long before all LCD TVs use LED backlights?
- #8: Will CES eventually go the way of Comdex?



Thank You!

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