

# Overcoming the Barriers of Delivering the Internet to the Television: Where do we stand after 15 years?

Brendan Traw  
Digital Home Group  
Intel Corporation

# PC Industry Perspective:

Issue: TV isn't just a PC with a bigger screen

Directions: TV specific UI innovations are required: better remotes, UIs, device ensembles, widget/app based interactions.

Issue: TV can't "Blue Screen"

Directions: More robust platforms are required.  
Partitioning between usages, software integrity checking, validate downloadable software, support service provisioning.

# CE Industry Perspective:

Issue: TV is now primarily defined by SW, not HW

Directions: More standardization of CE platform components. Better SW architectures and methodologies to facilitate reuse.

Issue: Internet evolves quickly, TVs don't

Directions: TV platforms require performance headroom and post-sale updates which are transparent to the consumer.

# General:

Issue: TV is still primarily about the TV viewing experience

Directions: The Internet and interactivity needs to augment the TV experience not replace it. Establish linkages between content and Internet experiences through synchronization, better metadata, and event triggers.

Issue: IP network connectivity to living room is too hard

Directions: Home networking without new wires: 802.11n, MoCA, ITU G.Hn, HomePlug, DLNA. Still no complete solutions for network configuration and setup.