



Push-style Advertising/Information
Distribution
For Net-based Home Appliances
(Digital TV/ Home Server /Home
Controller)

Digital Communication, Inc.

Home Net Appliances (PC/AV) and Controllers

Digital TV



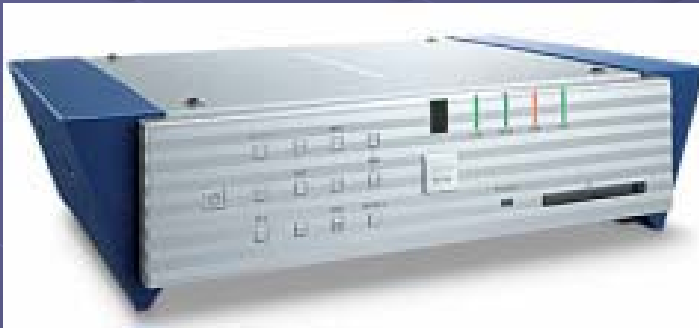
PC/AV Controller



Controller



Home Server



Smart Display



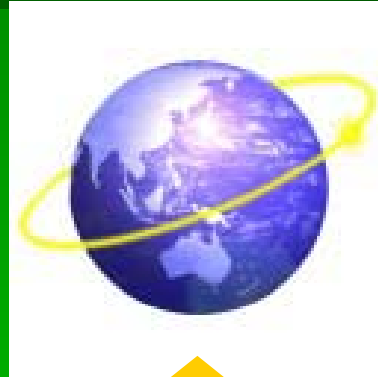
**Internet-ready
home appliance products**

Home net appliances will bring about the both the rapid deployment of IPv6 and the emergence of a new breed of always on information tools. Fall 2003 will see the start of digital broadcasting and the ability to access contents from the Internet. Barriers between digital broadcasting and Internet will be broken with viewers being able to freely select content without noticing a distinction between source.

The of Segregation of the Internet

Connecting to the net has allowed the availability of worldwide information at anytime, anywhere. Individual focus is changing from away from volume and breadth of information to demanding depth of select information as the importance of addressing individual needs increases.

Internet



Car navigation, etc. ←



Office/Corporate



Home/Personal Use

PC



Cell Phone/PDA



Home Net Appliance



A Net Appliance Home Image

コントローラーへの広告案内例



画面の案内はインターネット上のホームページへ誘導案内し販促チャンスをつかむ。



広報等のお知らせ例



赤色はコントローラーとネットで接続された家電機器

IPアドレス型広告配信のメリットとして、特定のユーザー限定が可能で、全国規模の広告だけでなく地域密着型の広告や案内ができる。

Individuals will begin to demand information which DOES NOT require searching the massive wealth of information available through mass media and the Internet but can which is selected and delivered based on pre-registered attributes and interests of the individual and available for access anytime.

Distribution of essential local area information

IP address identifies attributes unique to the individual, tailoring information distribution to individual need.



Summary

- 1. Focused on next generation home net appliances and the development of an interactive advertising market.**
- 2. Drawing attributes from a DB provided for an individual identified by IP address to allow the distribution of local area specific and tailored advertising information.**