Consumer Market Overview

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Overview

• This presentation tries to explain our consumer focused view of how we see AVB incorporating into our ecosystem.

• This is a rough sketch and there are many overlaps in markets (Prosumer MI products).

• This presentation is coming from a company that has a host centric view of the world. (Digital Hub).
Market segments

• Professional Market
  • Live Sound / Install / Recording / etc.

• Consumer Market
  • PC Centric Usage
  • Home Theater Usage

• Automotive
Market segments (cont)

- Consumer Market
  - PC Centric usage
    - Devices that only work connected to a PC
    - FireWire / USB / PCI
  - Home Theater Usage
    - Connect components together
    - AVR is center (maybe TV will be the new center)
- Automotive
  - Portable devices connecting to car entertainment systems
Market segments (cont)

- Professional Market
  - Looking for a CobraNet like replacement that is a standard

- Consumer PC Centric Market
  - Looking for a FireWire like replacement that is a standard

- Consumer Home Entertainment Market
  - Looking for a way to eliminate spaghetti mess of wires
    - Wireless
    - Single cable to rule them all

- Automotive
  - Looking for a MOST like replacement that is a standard
Environment for Pro

- Professional Market
  - Can span large geographic areas
  - May contain many nodes
  - May span multiple subnets
  - May need network management
Environment for Consumer

- Consumer PC
  - Devices are near the computer ( < 5 meters )
  - Normally one or two hops
- Consumer Home Entertainment
  - Products are next to each other ( in a rack or on shelf )
  - Speakers are in general vicinity
- Automotive
  - Entertainment network
  - May have Wi-fi hotspot
Cost is king for PC market

One of the least expensive device I could find (for sale at Walmart)

SB 6 Channel 5.1 PCI External Sound Card PC Laptop
- Win 98 SE, ME, 2000, XP, Vista Mac OS 9.1 (Mac version has 2 channel playback only)
- Compliant with USB specification v1.1, USB audio device class v1.0
$19.95
Typical host centric interfaces

**Fast Track**
Record Guitar and Vocals on Your Computer
USD 149.99

**Transit**
Hi-Resolution Mobile Audio Interface
USD 99.95

**FireWire Solo**
FireWire Mobile Audio Interface for Songwriter/Guitarists
USD 249.95

**Griffin iMic USB Audio Device**
USD 29.00
# Low Cost Interfaces

<table>
<thead>
<tr>
<th>Product Name</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td><strong>Behringer UPHONO UFO202 USB Audio Interface</strong></td>
<td>The Behringer UPHONO UFO202 USB audio interface connects your turntable, cassette player, and more with your computer for recording and playback.</td>
<td><strong>Buy New: $29.99</strong></td>
</tr>
<tr>
<td><strong>MXL MXL USB Mic Mate Classic</strong></td>
<td>The MXL USB Mic Mate is a compact low-noise analog preamp that converts 48-volt phantom powered studio mics and analog line level signals to USB for...</td>
<td><strong>Buy New: $39.99</strong></td>
</tr>
<tr>
<td><strong>ESI UGM96 Guitar and Mic USB Audio Adapter</strong></td>
<td>ESI's UGM96 USB Audio Adapter offers you an ultra-mobile, guitar-and-microphone-to-USB audio interface that allows you to connect 2 guitars (via the...</td>
<td><strong>Buy New: $99.00</strong></td>
</tr>
<tr>
<td><strong>Alesis iO2 Express Audio Interface</strong></td>
<td>The compact Alesis iO2 EXPRESS audio-recording interface is ideal for home studios and portable recording setups. The 2-channel USB interface for Mac...</td>
<td><strong>Buy New: $99.00</strong></td>
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<tr>
<td>Microphone Interfaces</td>
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<tr>
<td><strong>Blue Icicle XLR to USB Mic Converter/Mic Preamp</strong></td>
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<tr>
<td>The Icicle XLR to USB Converter/Mic Preamp lets you easily connect your favorite microphone directly to your Mac or PC. The Blue Icicle performs dual...</td>
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<td><strong>Buy New: $59.00</strong></td>
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<tr>
<td><strong>Nady UIM-2X USB Interface Module with Phantom Power</strong></td>
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<tr>
<td>The Nady UIM-2X gives you a handy USB 2.0 interface from your audio gear to your computer. Delivering a 16-bit/48kHz USB link, the UIM-2X is perfect...</td>
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<td><strong>Buy New: $60.00</strong></td>
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<tr>
<td><strong>Shure X2u XLR-to-USB Microphone Adapter</strong></td>
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<td>The Shure X2u XLR-to-USB Microphone Adapter is a modular accessory that connects any XLR microphone to your computer to create better-than-CD quality...</td>
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<td><strong>Buy New: $99.00</strong></td>
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<tr>
<td><strong>CEntrance AxePort Pro</strong></td>
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<tr>
<td>The CEntrance AxePort Pro is a wearable USB direct box and guitar/bass interface that instantly creates a recording studio wherever you are— at...</td>
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<td><strong>Buy New: $149.95</strong></td>
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<tr>
<td><strong>CEntrance MicPort Pro</strong></td>
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<td>Like a poet who always carries a pad of paper in case they get an unexpected visit from their muse, the MicPort Pro USB mic preamp allows you the...</td>
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<tr>
<td><strong>Buy New: $149.95</strong></td>
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Connection scenario
**Current products**

- **zzound.com**
  - [web site search](#)

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<tr>
<th>Type</th>
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<th>Price range</th>
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<tr>
<td>USB Mics</td>
<td>30</td>
<td>29.99 - 249.99</td>
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<tr>
<td>USB interfaces</td>
<td>&gt; 100</td>
<td>29.00 - 2999.99</td>
</tr>
<tr>
<td>FireWire Interfaces</td>
<td>41</td>
<td>99.00 - 3499.99+</td>
</tr>
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</table>
Summary

• BOM costs are important
• very simple connections
  • direct connect or one switch
• Simple formats