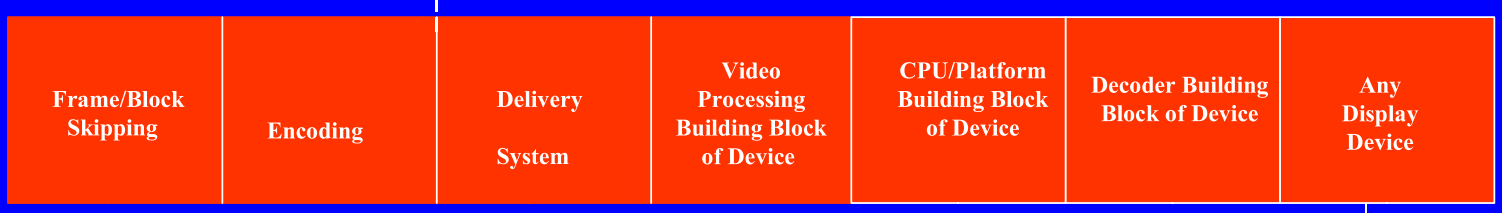




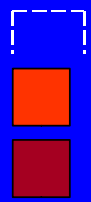
ESSENTIAL TECHNOLOGY – VIDEO VALUE CHAIN

Typical

Video



Key:



- Generic End to End Compression Solution
 - Better Enabled by Essential Iviewit Technology
 - Better Enabled at High Price Points/Low Market Share
- Proprietary & Confidential

- HDTV/SDTV
- Cable STB
- Satellite
- STB
- Head ends
- DVD Players
- Digital Cameras
- Camcorders Video-DVI
- PC
- Others

