

Icron's ExtremeLink™ PC-on-TV Frequently Asked Questions

Q. What is Icron's ExtremeLink™ PC-on-TV technology?

A. Icron's ExtremeLink™ PC-on-TV technology allows you to stream content AND applications from the computer and Internet to any TV in another room in the home. This technology lets you turn your TV into an interactive PC for watching online movies, accessing iTunes, viewing your photos, surfing the web, watching YouTube videos, chatting on Facebook/Twitter/IM, emailing, or playing PC and online games. Icron has developed this technology into a PC-on-TV reference design that is ready to license to OEMs and manufacturers.

With Icron's ExtremeLink PC-on-TV technology, you can replace the TV set-top box clutter and reduce your green footprint (less heat, power and e-waste) with a one box "does it all" solution.

Q. What is the biggest advantage of PC-on-TV technology?

A. With ExtremeLink™ there isn't any need to buy another computer for the TV room and spend hours replicating your Internet favourites, photos, videos and games and installing any software applications. You won't have to mess with expensive and confusing PC networking as ExtremeLink™ is true "plug-and-play" and delivers standard peripheral compatibility such as keyboard, mouse, flash drive, game controller via a standard USB interface – easy for all generations.

Q: What are the trends that are pushing the adoption of PC-on-TV?

A. More people are consuming online content, from YouTube videos, to news, to sports clips and movies, on their computers. A Forrester Research study in 2008 found that 19.9 million households connected a PC to the TV. Now with PC-on-TV, online consumers can do all of the following activities on their TV, from the comfort of their sofa.

TV becomes interactive PC for all sorts of activities:

- playing online PC-based games
- sending/receiving emails
- using instant messaging
- social networking
- using search engines
- video or voice calls to family/friends
- researching products for purchase
- online shopping
- downloading and playing music though Home Theatre system
- listening to Internet radio/streaming audio
- reading blogs
- viewing weather
- finding cooking recipes
- viewing photos from PC or Flash drive

Q. Who is the audience for ExtremeLink™ PC-on-TV?

A. The audience is anyone who owns a PC and a TV. According to North American Technographics Benchmark Survey, GenYers (18-29) lead in the number of hours spent online in a typical week. Although, following closely are GenXers (30-43), followed by Younger Boomers (44-53), Older Boomers (54-64) and Seniors (65+). Everyone wants access to information and entertainment and PC-on-TV gives all generations an easy and fun way to have it all, from the comfort of their couch.

Q. Aren't there many other PC-on-TV products in the market already? How does ExtremeLink™ PC-on-TV differ from Apple TV, a DLNA media player and a gaming console?

A. There are other PC-on-TV products in the market that have select functionality, from set-top-boxes, Media (DLNA) players, to interactive TVs, but none of them allow consumers to stream all content and all applications from their PC in another room (e.g. office), to the TV in their entertainment room. Instead of having to buy another computer to hook up to the TV with Icron's ExtremeLink™ PC-on-TV technology you can stream online content from any place in the home to the TV.

	Media files from PC	PC Applications	Online TV shows (Hulu, Network)	iTunes	Internet Applications	Internet/PC Games
ExtremeLink™	X	X	X	X	X	X
AppleTV	X		X	X		
Game consoles	X				X	X
Roku						
TiVo						
Netgear EVA2000 Box	X		X			
D-link media player DSM-520	X		X			

Q. How does ExtremeLink™ PC-on-TV work?

A. The ExtremeLink™ PC-on-TV system enables a true PC desktop experience on your TV. The system is a 100% hardware-based solution that wirelessly (802.11n) transmits your PC desktop video and USB control to your TV. No software drivers are needed and there are no restrictions on the content or applications that can be delivered to your TV. Everything you can see and do in front of your PC is now delivered to the comfort and convenience of your TV.

The system is comprised of two hardware units: one at the PC which connects to the video output and USB ports on the PC; and one unit at the TV which connects to a video and audio input on the TV, and provides a remote USB hub for keyboard, mouse and other device connection.

Q. What is included in the reference design?

A. The reference design is a complete working PC on TV system, providing both the PC side and TV side hardware systems, schematics, gerber files, and operating software for OEM partners to design and

integrate a complete system that meets their form factor and functional needs. Full design support from Icron is also available.

Q. Couldn't you just plug a laptop or netbook into a TV and get the same experience you're talking about?

A. You could, but why purchase another computer when you can access the one you've spent hours personalizing with Internet favourites and saved photos, video or gaming content. Combining this with the poor aesthetics (heat, size, long cables, etc.) of these solutions and the expense of additional OS, anti-virus, anti-spam, application software licenses, not to mention Windows/Mac and other software upgrades—you can quickly see the reason most people don't bother with this concept. ExtremeLink™ is easy, affordable and always available.

Q. What type of PC and TV do you need for ExtremeLink™ PC-on-TV?

A. This solution will work with any TV with HDMI or Component Video inputs, and any PC with a standard VGA/DVI connector and USB ports.

Q. Didn't Icron already launch a PC-on-TV technology before?

A. Icron demonstrated the PC-on-TV technology concept, and now has a mature wireless PC-on-TV technology with a complete reference design available for OEMs and manufacturers to take to mass production.

Q: Why is Icron using USB connectivity for PC-on-TV product?

A. With three Billion USB-enabled devices shipped in 2008, and forecasts of more than four Billion devices shipping in 2012 (source: InStat), USB has become the de-facto standard for peripheral connectivity to the PC, and is the interface of choice for the ever growing list of "connected" electronics devices and components that we see and use every day. From simple input and control devices like keyboards and mice, to more complex I/O devices such as printers, network interfaces, webcams, audio devices, game controllers, cameras, iPods, and storage devices, USB provides a simple interface that eliminates complexity for both users and developers. Icron's ExtremeUSB® technology enables a true USB connection at the TV, ensuring full compatibility with familiar I/O peripherals and ensuring the PC-on-TV experience is the same as in front of the PC without the need to learn a new user interface.

Q. What will ExtremeLink™ PC-on-TV sell for in the retail channel?

A. The final pricing for ExtremeLink™ PC-on-TV will be up to the individual OEMs and retail channels, and Icron anticipates the pricing to come in around \$299.