



PVR

Avtrex builds the software for PVR/DVR applications

Avtrex is a software company, committed to creating compelling products which are independent of platform and processor. We seek partners who excel at the creation of consumer devices. Together, we want to build a new generation of intelligent products to revolutionize the home.

Few entertainment technologies in recent memory have created the grass-roots excitement of Personal Video Recorders (PVRs). Despite the failure of expensive advertising campaigns by the early market entries, owner satisfaction is extraordinary, and word-of-mouth recommendations make it certain that PVRs will continue their inexorable penetration of the living room.

Today, PVR technology is delivered in a standalone device or integrated into a satellite receiver or cable set top box. Tomorrow, who knows? Hard disk drives are being added into DVD recorder/players, game consoles, and televisions themselves. The favored configuration may be uncertain, but it is clear that if digital recording technology isn't provided in the way consumers want, they will turn to their personal computers, which already offer PVR capabilities built into the latest release of the Windows operating system.

At Avtrex, we believe that consumers thrive on choice. Avtrex was founded on the premise that a company focused on improving the consumer experience will find willing partners building exciting new hardware platforms. On the belief that, together, we can create compelling products.

In focusing on the user experience, we concentrate on several areas:

- Installation and setup
- Finding the right shows to watch and record
- Avoiding or resolving conflicts
- Sharing between members of the household
- Enhancing parental control
- Expanding the system to support several televisions
- Making the user interface responsive and easy-to-use

And we never forget the underlying business:

- Operational costs of delivering program information
- Promotion and ad placement capabilities
- Digital Rights Management (DRM) requirements
- Efficient use of CPU and memory
- Portability to an evolving platform
- Creating an architecture for future opportunities

“Nobody’s really sure why the technology hasn’t caught on. But one thing is certain: Harddrive recording is here to stay. This feature is making its way into cable boxes, personal computers. And now, with the introduction of machines from RCA and Panasonic, DVD players. Each of these new setbottom boxes changes the TiVo recipe, with some interesting results.”

**– David Pogue, *New York Times*
November 14, 2002**

Avtrex provides a robust set of features – by design

AN ARCHITECTURE FOR THE FUTURE. Our vision reaches beyond PVR applications. The same architectural features which make system expansion simple and automatic provide the platform for future applications: storage of music and other media within the same system, transparent internet working with personal computers, and use of the system for telephony and home control.

INSTALLATION AND SETUP

A PVR is an intelligent device that is connected to a television for display. The Avtrex interface provides interactive installation and configuration instructions that are easy to use.

FINDING THE RIGHT SHOWS TO WATCH AND RECORD

A novel database design provides Avtrex with a powerful platform to provide sophisticated search capabilities coupled with real-time results generation – a combination unequalled in breadth and responsiveness.

AVOIDING OR RESOLVING CONFLICTS

Avtrex uses its powerful database to automatically search for alternative showings of any program to be recorded – avoiding many conflicts without user intervention. When irresolvable conflicts do arise, users are presented with choices so that they can make an appropriate determination. Avtrex also provides automatic Bonus Time™, recording additional time before and after selected programs whenever appropriate.

SHARING BETWEEN MEMBERS OF THE HOUSEHOLD

Parents and children, or even husband and wife, often want to record and watch different shows. Whether it's "Blue's Clues" vs. "NYPD Blue" or "Simply Quilts" vs. "Monday Night Football", Avtrex provides organization and structure to recorded

television, and allows users to prioritize entire categories to ensure the kids don't override their parents' favorite shows.

ENHANCING PARENTAL CONTROL

Most parental control systems are based on denial – certain channels or shows with certain ratings are not accessible without a parental password. Avtrex supports denial, but also provides a more flexible system which allows parents to specify certain channels, ratings, and even days and times when children are allowed to watch TV. By setting a TV quota, parents can encourage children to make their own choices and develop healthy patterns of choice in their television viewing habits. A viewing log, if desired, allows parents to discuss those choices with their children, encouraging ongoing dialog about the tradeoffs they're making.

EXPANDING THE SYSTEM

The Avtrex PVR system was designed with the goal of transparent system expansion. By transparent, we mean that resources added to the system – an interconnected set of PVR devices – will automatically be recognized and utilized. Whether it is adding more disk space, another tuner, or a new PVR in the bedroom, the Avtrex system combines the available resources to provide an any show, anywhere™ experience.

MAKING THE USER INTERFACE RESPONSIVE AND EASY-TO-USE

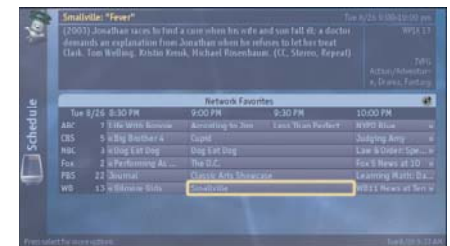
The underlying motivation of every Avtrex design decision is to enhance the user experience. Every

facet of the on-screen interface is designed to provide immediate user feedback and minimize confusion and button pushes.



BEYOND PVR

In addition to the best available PVR software, Avtrex utilizes the same architecture to provide a superior solution for browsing and playing music stored anywhere on the home network. Digital photos and digitized video can be accessed and displayed on any connected television.



THE RESULT

Complete entertainment access through a single exceptional interface.

AVTRET

SOFTWARE FOR DIGITAL ENTERTAINMENT DEVICES

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