



The Emerging Digital Home: Companies Fighting for Market Position Face Adversity and Increased Competition

-Current Analysis Announces New Digital Home Solution-

STERLING, Va. –September 13, 2005– Industry innovation and consumer adoption of Digital Home technologies and products is slowly making the industry’s vision of the Digital Home a reality. Nonetheless, network service providers, consumer electronics manufacturers, and content creators and aggregators still face significant hurdles in greater broadband penetration, issues of widespread copyright infringement, along with a slew of convergence issues, which remain unsolved.

Bruce McGregor, Digital Home Analyst, states, “The digital household faces a dilemma in today’s market - getting truly connected to a digital library of content means having to sacrifice choice. Consumers will demand flexibility and ease of use with exceptional, seamless performance, as well as services and products that fit their needs and budgets. Innovation has created the possibility for home convergence, but consumers have not yet been given a mainstream solution.”

Outsmart Your Competitors

As hurdles continue to slow the wide deployment of devices and services into the Digital Home, companies need a source for understanding this complex and increasingly competitive marketplace.

Current Analysis’s newly launched intelligence and analytical tool, the Digital Home Service, provides a complete source of business intelligence for the entire Digital Home market. It offers competitive intelligence on and analysis of the companies, technologies, products and services competing for dominance in the Digital Home.

Specifically, the new service provides intelligence into network service providers’ bundles of voice, data and video services that utilize xDSL, cable, wireless and satellite technologies. It also covers content management by examining content deals, new content formats, navigation and digital rights management (DRM).

In addition, Digital Home Service subscribers will receive competitive intelligence on consumer electronics products through the company’s Capture Service. Product intelligence will focus on home networking equipment, digital audio players, digital TVs, gaming platforms, set-top boxes, and digital video recorders.

Based on the Current Analysis Competitive Response™ methodology, service providers, consumer electronics manufacturers and content aggregators can look to a complete set of strategic market recommendations to allay competitive threats.

Stan Schatt, Senior Director of Research affirms, “Current Analysis provides a holistic approach to understanding and responding to competition in the Digital Home market. By providing tactical business intelligence on competitor strengths, weaknesses, services and trends, clients competing for a place in the Digital Home are equipped to beat the competition—and win.”

For more information, please visit www.currentanalysis.com/digitalhome

Contacts:

Bruce McGregor
Analyst, Digital Home Services
310-798-9150
bmcmgregor@currentanalysis.com

Stan Schatt
Director of Research
858-729-2883
sschatt@currentanalysis.com

Chalise Zolezzi
Director of Public Relations
858-729-5287
czolezzi@currentanalysis.com

About Current Analysis: Current Analysis is the industry benchmark for excellence in navigating today’s markets, serving as a critical, third-party expert in market and product analysis by offering competitive response solutions in the telecommunications, information technology and consumer electronics industries.

By providing the most comprehensive and rapid intelligence through our CurrentCOMPETE™ platform, Current Analysis enables sales teams, marketing professionals, product managers, and executives to **continuously anticipate and counter competitive threats** while offering solid solutions to emerging obstacles. As a global company, Current Analysis has a worldwide network of researchers, competitive analysts, and industry experts to identify market and competitor threats from a frontline perspective, and offer conclusive, tactical advice on market strategy, positioning and response objectives. Current Analysis clients include equipment manufacturers, service providers, major multinational enterprises, financial institutions and selected members of the press. Please visit Current Analysis at www.currentanalysis.com

###