



## IP Services Jump to the Living Room

Internet-based content and services are on the way, propelling consumer electronics into the next phase of its evolution. This disruptive change will rival the impact of the transition from analog to digital technology, and it will create important new opportunities for the entire CE industry.

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### Vision & Usage Models



#### How Will the Internet Impact TV Advertising?

The Internet will change the TV viewing experience, including advertising. Intel's advertising initiative team is exploring the new shape of interactive ads.

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### Industry Insights



#### Opening a Window into the Lives of TV Viewers

Intel Consumer Experience Architect Brian David Johnson explains how worldwide consumer research plays a key role in Intel's product development.

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### Industry Insights



#### Looking at Industry Standards for CE

Making the digital home a reality will require open standards for accessibility, interoperability and network connectivity.

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### More about Intel in Consumer Electronics

- [Watch Our IPTV Usage Model Demonstration Video >](#)
- [Explore Next-generation TV User Interfaces >](#)
- [Intel and CableLabs\\* Bring OpenCable\\* to Set Top Boxes >](#)

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