

Computer Industry Plan

1) Assess Computer Industry Questions and Needs

- interoperability?
- extensibility?
- suitable for storage?
- suitable for networking?

2) Put together a presentation on “AD-HDTV and Computers”

3) Identify Key Companies/Individuals

- Apple/Liebhold
- DEC/Gerovac
- Sun/Rosing
- IBM/?
- HP/?
- Silicon Graphics/?
- Intel/?

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- 4) One-on-one visits with key individuals**
 - explain benefits of AD-HDTV and discuss
 - (iterate pitch)
 - determine their corporate strategy
 - determine next steps (colloquium, VP, CEO, etc...)

- 5) Get visibility in the technical community - present paper(s) at appropriate conferences**
 - SIGGRAPH?
 - Electronic Imaging?
 - NCGA?

- 6) Get visibility in the computer press - special press conference for them?**

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7) Create a demo or event that is “computer oriented”

- interoperability -> proscan/square pixel mode demo?
- interoperability -> ADTV on fiber?
- extensibility -> show aux data capability?
- at a conference? or at an ATRC location?
- invite key players?
- invite computer press?

8) Solicit while the iron is hot...

- attendance at ACATS meetings
- general support
- endorsement
- join ATRC