Consumer Desktop
PC Storage

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Optical Drive Adoption in PCs

US retail desktop PC sales, source NPD Techworld. All Rights Reserved.
# of optical drives per PC

US retail desktop PC sales, source NPD Techworld. All Rights Reserved.
# Typical US Retail PC storage history

<table>
<thead>
<tr>
<th>retail price</th>
<th>Xmas 2000</th>
<th>Xmas 2001</th>
<th>Xmas 2002</th>
<th>Xmas 2003</th>
<th>Xmas 2004</th>
</tr>
</thead>
<tbody>
<tr>
<td>~$1000</td>
<td>30GB CD-RW, CD</td>
<td>40GB CD-RW, DVD</td>
<td>60GB CD-RW, DVD</td>
<td>120GB DVD+RW, CD</td>
<td>200GB DVD+RW DL, CD</td>
</tr>
<tr>
<td>~$600</td>
<td>20GB CD</td>
<td>30GB CD</td>
<td>40GB CD-RW</td>
<td>80GB CD-RW, DVD</td>
<td>80GB DVD+RW, CD</td>
</tr>
<tr>
<td>~$400</td>
<td></td>
<td></td>
<td></td>
<td>40GB CD-RW</td>
<td>40GB CD-RW + DVD combo</td>
</tr>
</tbody>
</table>
HP Media Center Photosmart PC

with HP Personal Media Drive

✓ Instant additional storage for your PC
✓ Easy to use, zero setup
✓ Integrated design: slides into the front of PC w/o opening or turning it off

Built-in 9-in-1 memory card reader is top-mounted for easy access

Lots of front I/O including: USB, 1394, RCA audio in, Composite video in, S-video in

Integrated Wireless LAN (802.11g) with status indicator

Available Now

“The clever removable hard drive means unlimited storage, and lets you store precious photo and home-video files off-site to secure against theft, fire, or other calamity.”
HP Digital Entertainment Center

- Record, pause and play back live TV on up to **two different channels** simultaneously.

- Access and enjoy music, digital photo and home video files using the HP DEC remote control and **integrated visual interface**.

- **Connect** the HP DEC to the latest digital TVs and home audio equipment for a big screen, surround sound experience.

- Add **expansion** instantly with the optional HP Personal Media Drive.

- **Burn** DVDs and CDs of TV, video and music content using the HP DEC remote control.
Kiss your marker goodbye
Burn custom labels onto your CDs and DVDs anytime, anywhere using LightScribe discs in a LightScribe drive powered by LightScribe software.

Burn, Flip, Burn
Create lasting silk-screen-quality images on CDs or DVDs. Just flip the disc over in the drive and burn a label.

No markers, no printers, no sticky labels. Your disc is your label using LightScribe.
Factors that drive PC adoption of optical drives

Consumer Demand

✓ Compelling uses
  - Music, Videos/Movies, Photos, Recorded TV

✓ Compatibility with CE players
  - Burn a Music CD for listening in the car
  - Burn a Video DVD for watching on a TV or on portable player

Drive cost

✓ $100 -> $50 -> $25