

## Taking Open Source Multimedia to the Next Level

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#### Touch on Three Areas

- Where the Overall Desktop is Today
- Where Multimedia Desktop is Today
- Future



# Where the Overall Desktop is Today

Open Source Has Hit "escape velocity"



"I suggest dumping Microsoft's Internet Explorer" — Walt Mossberg, WSJ.



"I've made the switch to Firefox, and I'll never buy Microsoft Office again."

Steve Hamm, BusinessWeek - Nov '04



## The Industry Challenges of Past

- Technology
  - No Standardized Media Framework for ISV Development
  - Fragmented Foundational Platforms
    - Multiple operating system kernels
    - Multiple desktop environments
    - Multiple browsers
    - Multiple and inadequate audio video driver support



## The Industry Challenges of Past

- Technology
- Licensing
  - Formats
    - Open Source: No high volume distribution vehicles of open source formats like Ogg Vorbis and Theora
    - Standards-based: No legal distribution vehicle of royalty bearing patent encumbered formats, like MP3, MPEG-2, MPEG-4
    - Proprietary: Few legal distribution vehicles of proprietary codecs of RealAudio, RealVideo, and Windows Media
    - Need to support all three flavors
  - Paradox of "Open Source DRM"



## The Industry Challenges of Past

- Technology
- Licensing
- Content Holder Rights
  - Mainstream content requires working with some rules
  - Creative commons impact on market



## The Industry Challenges of past

- Technology
- Licensing
- Content holder rights
- Leadership
  - Unlike the OS, Graphical User Interface and Browser, no strong industry or corporate leadership or investment



## Solution – First step

#### Formation of the Helix Player project in '03

- Technology
  - Helix Player GPL'd to form the foundation of ISV development and lower industry qualification costs
- Licensing
  - Distribute Ogg Vorbis and Theora as part of Helix Player
  - Legally grant distribution partners an MP3 license
  - Legally grant distribution partners RealAudio/RealVideo license
- Content holder rights
  - Play the web's best FREE content, not Premium yet
- Leadership
  - Real, Novell, Red Hat, Sun and Linspire have agreed to lead the industry with vision and investment

## Why are Linux clients important to Real?

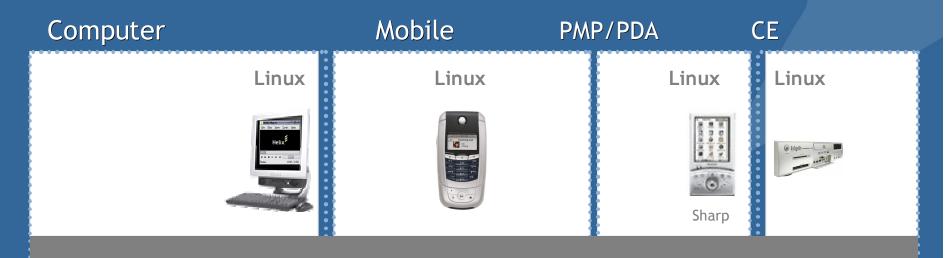




RealPlayer architecture



# Linux powers all device categories...





RealPlayer architecture



#### Present Environment

- Released both the Helix Player and RealPlayer 10
- "Tri-licensed" Helix Player's source code to incl GPL
  - Enable an industry standard framework to bring other audio video apps to market quicker
- Free Helix-powered RealPlayer 10 for Linux
  - Ogg Vorbis and Theora playback
  - MP3 playback
  - RealAudio 10 and RealVideo 10 playback
  - Mozilla plug-in for seamless website integration
  - 12 Languages, including Polish and Hindi
  - Qualified and included in 9 leading Linux distributions



## Helix Player powers RealPlayer

RealPlayer

Helix Player

100% open source



## Which Player is right for me?

#### Helix Player

- 100% open source media player
- Plays open source codec/formats eg Ogg Vorbis/Theora
- User: Technical person that wants to contribute to build a better foundation for industry - "Firefox of media players"

#### RealPlayer 10

- Best free media player that includes non-open source components of RealAudio 10/RealVideo10, MP3 and Flash
- Mozilla plug-in for seamless viewing
- User: person that simply wants to enjoy the web's best FREE digital media.



## Player Demo



### **Broad Industry Distribution**



















## Enjoy the web's best free content



















#### Future

 Continue industry coordination and contribution to both Linux and open source

- Tie into our award-winning PREMIUM consumer services
  - Premium, does need to equal DRM
- Build out language and distributors qualification



## Top features of next release

- Premium content subscription radio
  - Tune in to dozens of ad-free digital music stations
  - Over 3,200 radio stations worldwide
- Reduced start up delay
  - See and hear your on-demand content right now
- Auto-bandwidth detection
  - Better user experience for laptops and dynamic connections



## What you can do to participate

- Join Helix player project
  - Download the player and take it for a test drvie
  - Give us your feedback
  - Let us know of problems you encounter
  - https://player.helixcommunity.org/



