

The logo features the word "Creal" in a white, bold, italicized sans-serif font. The letter "C" is stylized as a speech bubble with a lightning bolt tail. A large, faint, light blue graphic of a lightning bolt is positioned in the upper right background.

CrealTM

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?

Computer

Windows Macintosh Linux



Mobile

Symbian Linux PocketPC



PMP/PDA

Palm Linux



CE

Linux VxWorks



Helix

RealPlayer architecture



Linux powers all device categories...

Computer

Linux



Mobile

Linux



PMP/PDA

Linux



Sharp

CE

Linux



Helix

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 drive
 - Give us your feedback
 - Let us know of problems you encounter
- <https://player.helixcommunity.org/>



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