



# HUMAX

E A S Y   D I G I T A L

Hans-Ullrich Sinner

Director Marketing and Sales



## *HUMAX milestones*

1989

- Start as digital pioneer, claim: bringing new technology to the market of consumer electronic.

1997

- Start in digital television age (first digital settopbox)
- R&D of hard- and software for broadcast and distribution

2006

- Successful start to HD-TV together with PREMIERE when they were launching their first HD-content
- Until now Humax bring more than 300.000 HD-Set-Top-Boxes and IDTV solutions into the German market

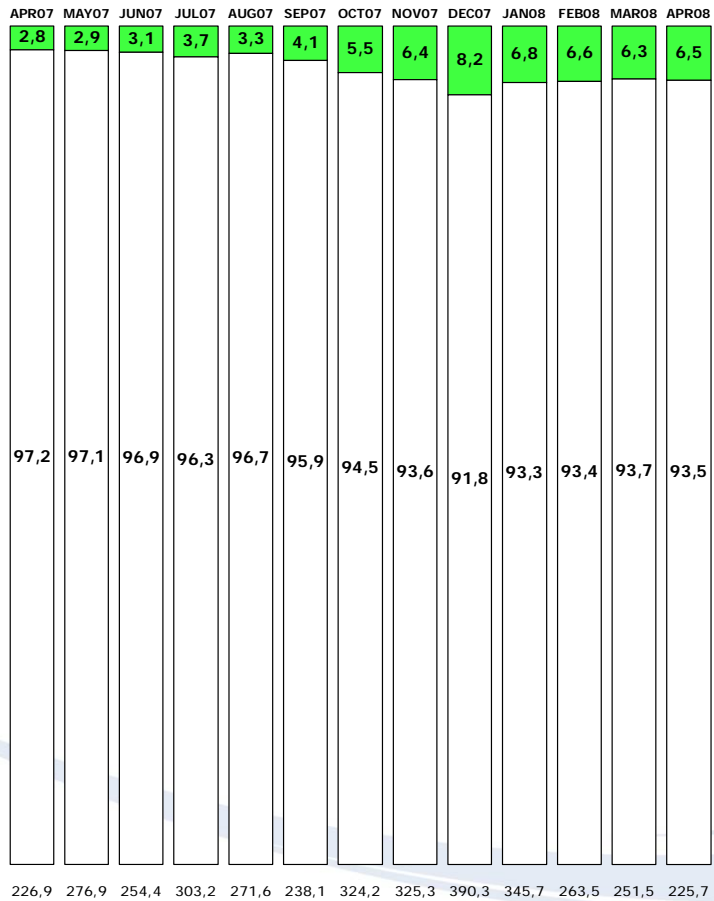
# HD-TV Status Germany



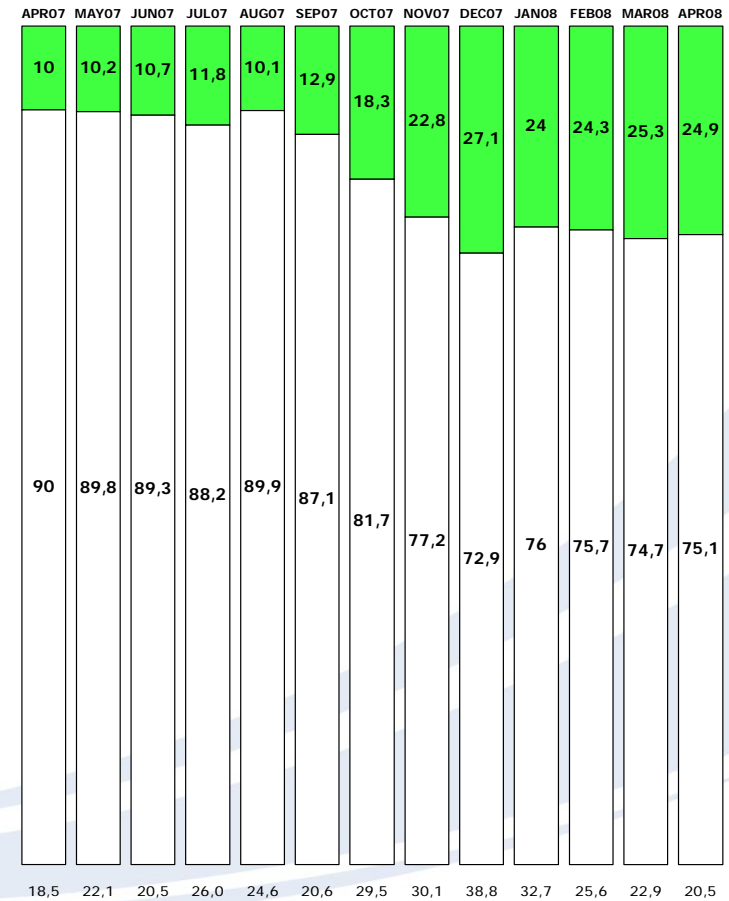
**Set Top Boxes -D-**  
**Sales Units, Sales Value**  
**-last 13 periods**

**Feature-Structure**  
**Total GfK-Market**  
**Rec. Single dig. +HDTV**

**Sales Units Ths.**



**Sales Value Euro Mio.**



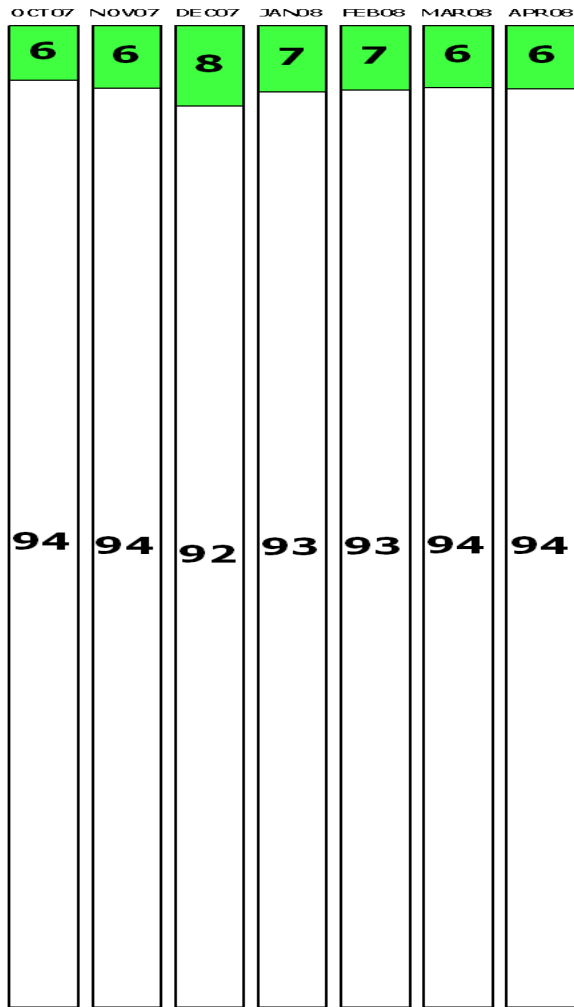
■ +HDTV  
■ Others

GfK Panelmarket

# HD-TV Status Germany



## Total

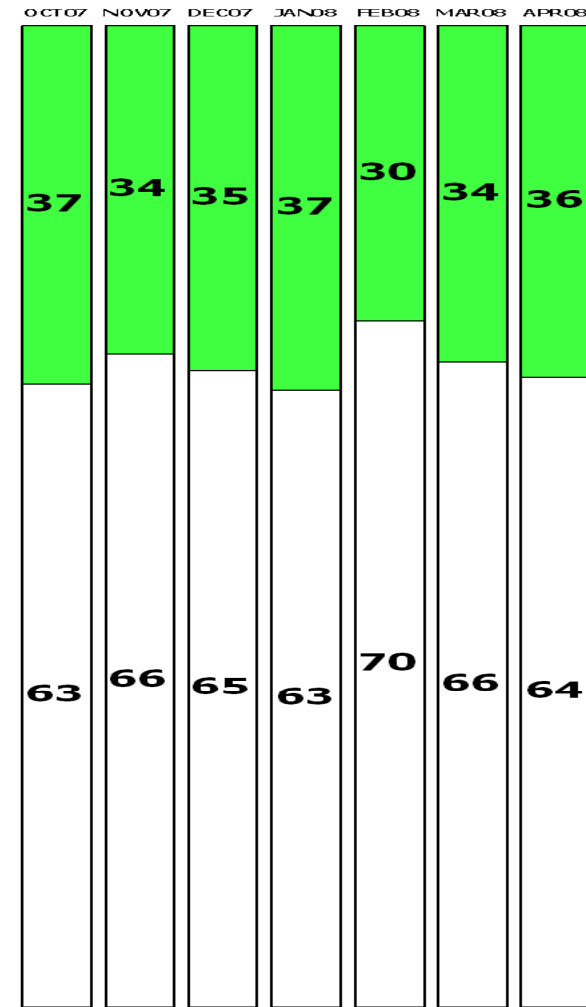


324,2 325,3 390,3 345,7 263,5 251,5 225,7

Set Top Boxes -D-  
Sales Units %  
Last 7 - monthly



## Humax



17,2 17,4 24,2 18,2 14,3 15,7 15,2

Sales Units in Ths.



## *Main motivation for users to decide for HD-TV*

Today

Sales penetration for Flat-TV's

Picture quality

New standards like HDMI

+

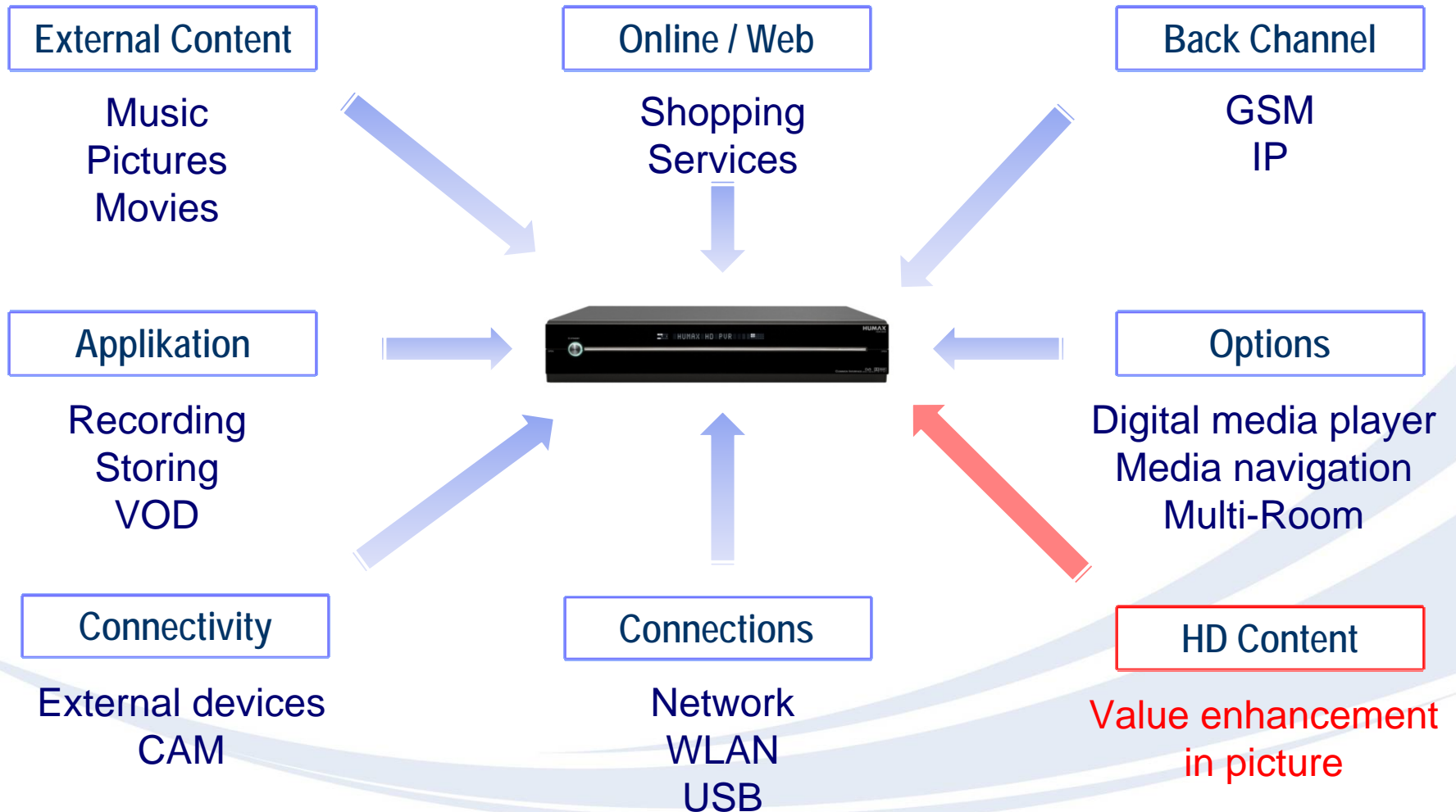
>> 2009 +

Additional HD content as a key driver

Replacement / end of life for CRT-TV

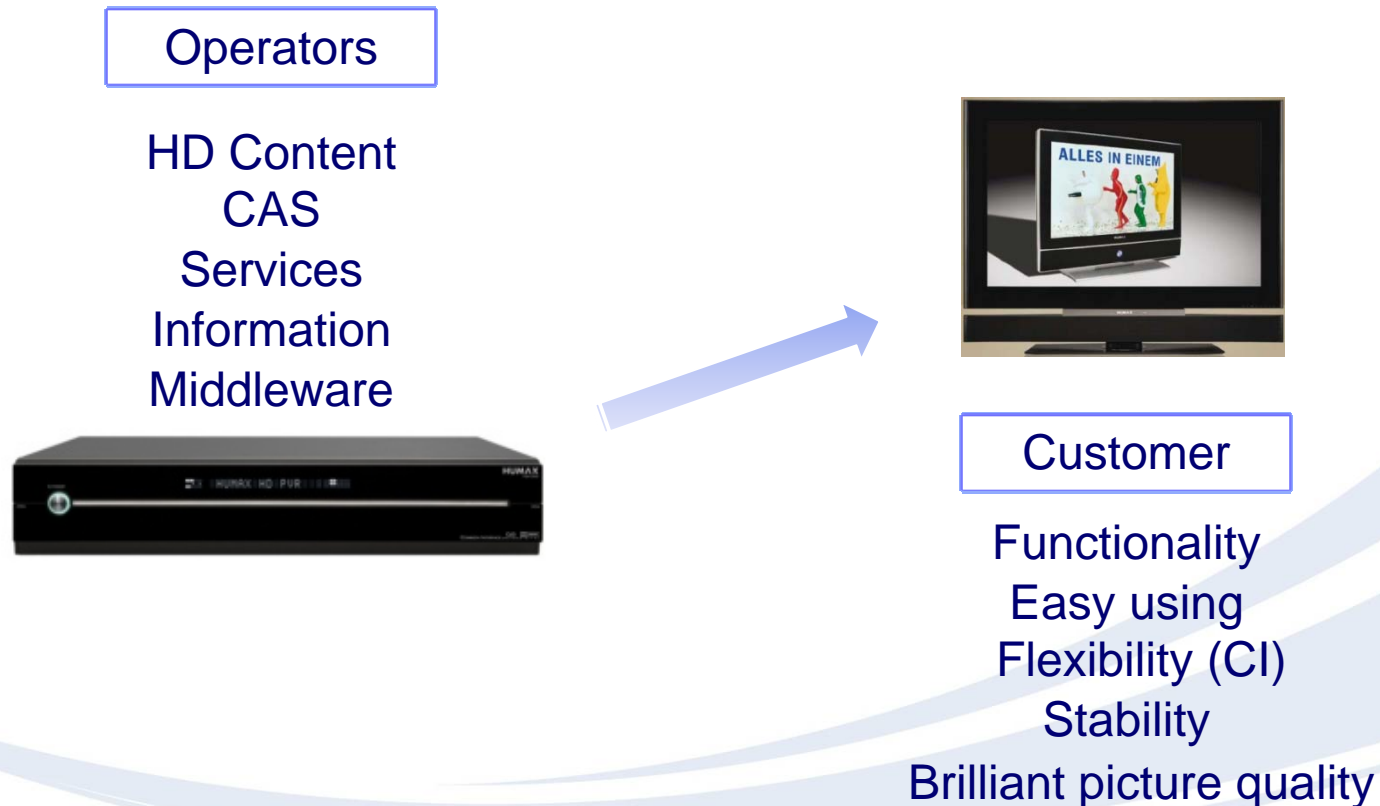
Additional driving factors:  
Blue ray, HD-camcorder, game console etc.

# Set-Top-Box as a key device



# *Content, Operator, Consumer and Pay TV*

Operators and Consumers show different attitude regarding the Set-Top-Box.  
The challenge: combining both needs without loss for any party in order to make HD-TV maximum successful.



*Thank you for your attention*

**HUMAX**  
EASY DIGITAL

