



IMDAAlliance.org

Internet Media Device Alliance **General Assembly**

Las Vegas, January 9th, 2009

Harry Johnson Chairman IMDA

Steering Committee (Founders)



The objective of the meeting is to kick off the IMDA by presenting the benefits of the alliance and signing up members.

- **08:00 Doors open (breakfast provided)**
- **09:00 Introduction to IMDA: Mission, objectives, organization structure (Harry Johnson: vTuner, John Ousby BBC)**
- **09:30 Membership benefits (Colin Crawford: Pure)**
- **10:15 CoffeeBreak**
- **11:00 IMD Market Overview: History, current status, product types, geo split (Ben Terrell: Reciva)**
- **11:30 Technical overview: IMDA profiles explained (Mark Hopgood: Frontier Silicon)**
- **12:00 Closing remarks: open for membership registration today (I assume till 13:00) (HarryJohnson: vTuner)**



- **We would like each of the participants to introduce themselves briefly.**
- **Please pass around the microphone. The meeting is being video recorded.**

–Name

–Company

–Position

A Bit of History of this Organization

- **Internet Radio Forum organized by BBC and vTuner. June 2008**
 - Forum conclusion was to form an organization for standards and to promote Internet Media Devices
 - Steering Committee formed to move this forward
- **Steering Committee has met twice to organize and set up the IMDA**
- **The IMDA is now a US non-profit company.**
- **We have a web-site: www.imdalliance.org**
- **This General Assembly meeting is to inform perspective members of the objectives and benefits of the IMDA and to be the start of a membership drive.**



To develop and promote a set of open, interoperable standards and device profiles to maximise the growth of a global consumer market in internet-connected media devices.

Underpinning the mission statement are two core activities:

- 1) to define a series of end-to-end technical standards, functions and profiles which will encourage the development of a wide range of compelling mainstream internet media devices with a degree of consistency, while supporting proportionate differentiation for manufacturers and broadcasters.
- 2) to provide B-to-B marketing support to member organisations, and to promote the concept of internet connected devices to consumers, potential members and retailers.

In support of these objectives, the IMDA will also

- a) commission custom research to highlight and promote viable business models across the value chain.
- b) act as a networking trade organisation for members to share in best-of-practice product development, consumer experience and marketing research



Closing Remarks

- **Cost of Membership**
- **How to Join**
- **Summary**

Membership costs: FULL MEMBER

- **Cost - \$10K per year. Companies signing up for full membership for 2009 by January 31, 2009 will receive a 50% discount (you pay only \$5,000 for 2009). This entitles you to:**
- **Participate in all IMDA activities**
- **Participate in Plenary Meetings of the IMDA**
- **Voting rights and opportunity to field a member for the steering Board**
- **Delegate representatives and contribution to all Working Groups**
- **Submit written motions to the IMDA steering Board to be dealt with at the next Plenary meeting**
- **Receive information on the activities of the IMDA and their outcome and have access to all documents relating to such activities.**
- **Right to display IMDA logo on end their end products following certification and formal approval from IMDA**



Membership costs: ASSOCIATE MEMBER

Cost - \$2K per annum. This entitles you to:

- **Participate in Plenary meetings of the IMDA**
- **Participate in all events organized by the IMDA**
- **Submit written motions to the Steering Board to be dealt with at the next Plenary meeting**
- **Review and comment on technical specs prior to their adoption**
- **Receive up-to-date information on the activities of the IMDA and their outcome**
- **Right to display IMDA logo on end their end products following certification and formal approval from IMDA**

Note: Associate Members are not entitled to:

- **Vote at meetings**
- **Participate in Working Groups unless they are called upon by the Steering Board to do so in view of the substantial contribution expected from such representatives**



Many Options to get started

- Go to the IMDA website: www.imdalliance.org and send an email requesting membership.
- Contact and of the IMDA steering committee members
- Respond to any of the emails you have received about this meeting.
- Tell me or any other steering committee member right now.

Process

- Tell us you want to join and the level (Full or Associate)
- We will send you an invoice and enter you in the membership roles.
- Full and Associate Members will start to receive all information.
- As working groups are formed Full Members will be invited to participate.



- **The IMDA is planning to expand the worldwide market for Internet media (radio/video) devices:**
 - By developing a well known and accepted global IMDA brand that specifically targets the retailer and the consumer
 - By developing a standard product naming, certification and logo program
 - By developing media device and broadcaster technical standards which will assure that a common minimum standard for internet-enabled products is obtained, meeting the needs of the consumer, the retailer, the device company, and the broadcaster

*** The future of Internet Media Devices starts here *
Don't get left behind!**

www.IMDAAlliance.org