



IMDAAlliance.org

# **Internet Media Device Alliance** **General Assembly**

*Las Vegas, January 9<sup>th</sup>, 2009*

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# Benefits for all Members

- **Influence the direction of the IMD industry - be a part of it**
  - non-members will simply stand by and watch it happen!
- **Stay informed of market trends and future developments**
  - ensure products/services remain leading-edge and fully interoperable
  - get access to market statistics
- **Jointly promote the concept of IMDs to retailers and consumers**
  - developing the market for Internet radios and the sales of associated products
- **Early access to and ability to influence draft technical specifications**
  - get and stay ahead of the (non-member) competition
- **Participation in committee and general assembly meetings**
- **Opportunity to meet and network with other members**
  - meet with significant CE brands and key broadcasters and service partners
  - understand common issues and requirements
  - understand business models of diverse membership
  - develop and implement joint promotional activities

# Benefits for device manufactures and technology providers

- **IMDA technical committees**
  - influence the standards and use them to improve your products
  - use of technical standards for your product definition and development
  - match your product roadmap with those of broadcasters/service providers
  - keep your products in line with consumer expectations (as set by IMDA)
- **IMDA marketing committees**
  - opportunity to participate in IMDA promotional activities
  - product promotion via IMDA communication mechanisms (inc. [www.imdalliance.org](http://www.imdalliance.org))
- **Certification/logo program**
  - obtain IMDA certification & logo use for your products
  - provide assurance and a common understanding to retailers, broadcasters & content providers
  - focused product promotion using IMDA trademarked product category & names
- **Access to IMDA roadmap to see where the industry is going**
- **Access to broadcast partners**



# What's the bottom line

- **Do you want to be a leader or a follower?**

# Thank you

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