

Chinese Graph Designer Association's Design Works

台湾中华平面设计协会 2000 作品集

北京艺术设计博物馆 编著



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TAIWAN GRAPHIC DESIGN ASSOCIATION 2000 WORKS

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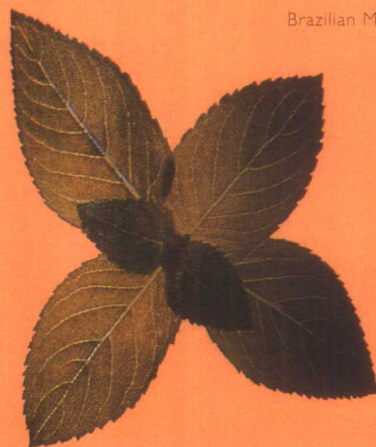
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NEWSLETTER QUARTERLY 1995 VOL. 1

R.U. PC Add-on Cards

B.U. PC Add-on Cards Off to a Good Start

BY J. M. COHEN
C.W. 001

The worldwide total PC shipment is expected to exceed 60 million pcs in 1995, with 18 million of these going into the home. This quantity is expected to grow and exceed 100 million pcs by 1998, two years earlier than originally forecast. Of these, about 30% will be for home use. With the fast development of multimedia application, especially in the home, the PC is predicted to become the center of entertainment and education in the home.

For a company like Philips, the multimedia development not

only represents a new opportunity, but also a threat to the existing consumer electronics business, as the platform, to us, is totally new. The way to handle the new business is also different because its nature and players are also different. Certain rules of the game have already been set.

The company-wide multimedia study initiated in 1994 was aimed at helping us learn about new business opportunities for the company. The new add-on cards business has been identified as such and put to effective use under Business Group Electronics. Its business scope covers all cards/kits needed for the application in multimedia, communication and performance improvement on IBM-compatible PCs. According to the recent DATAQUEST survey, the average PC retail price has increased to about US\$3000, due to a more

costly premium chipset and more multimedia functions. Thus, rather than toss away their US\$3000 PCs when audited by rapid development, consumers opt to upgrade their PCs via different cards or kits. If the pace of new innovation and development continues, so will the consumer's need for upgrades. The only danger to this theory is if the cost of a PC system drops down to a price where would be less costly for a consumer to buy a new system. This drop is not yet foreseeable in the next few years.

B.U. is a full range multimedia PC solution provider created in January 1995. To date, we have offered audio cards; video related cards, such as TV and MPEG card; communication cards covering most fax modem cards; and telephone and video conferencing cards, which will be introduced in 1996. Multimedia upgrade kits

are also available. We have also developed our own digital-to-analog (D/A) and analog-to-digital (A/D) converter cards to cater to digital audio and video applications. B.U. is a full range multimedia PC solution provider created in January 1995. To date, we have offered audio cards; video related cards, such as TV and MPEG card; communication cards covering most fax modem cards; and telephone and video conferencing cards, which will be introduced in 1996. Multimedia upgrade kits are also available. We have also developed our own digital-to-analog (D/A) and analog-to-digital (A/D) converter cards to cater to digital audio and video applications.

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For Modern Get Thousands Up From Leading European Industry

Global News 6

• Philips TV Add-on Card Make U.S. Market Debut at Fall COMDEX

• Philips TV Add-on Card Make U.S. Market Debut at Fall COMDEX

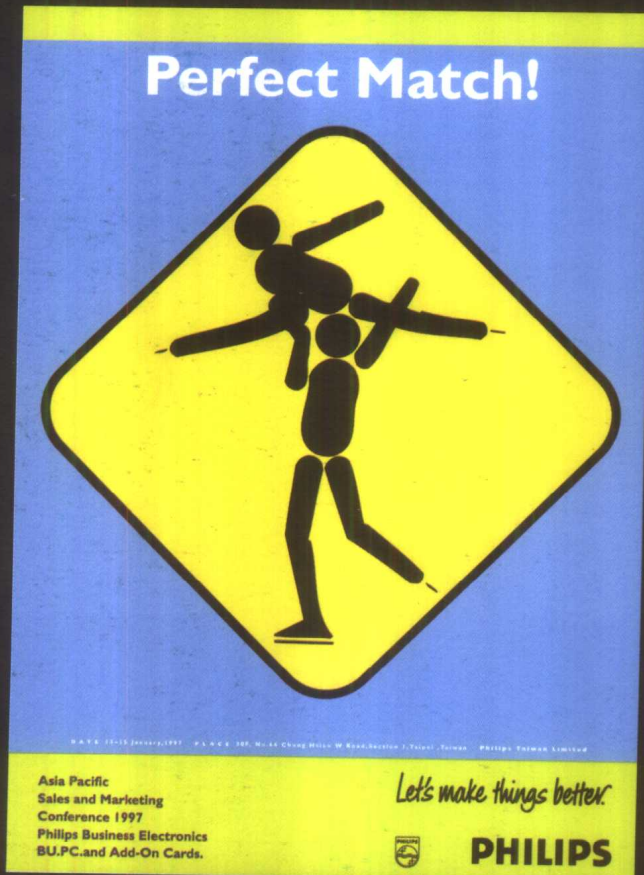
Year	Shipments (Millions)
93	~5
94	~8
95	~12
96	~18
97	~25
98	~30

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we feel (Continued on P. 2)

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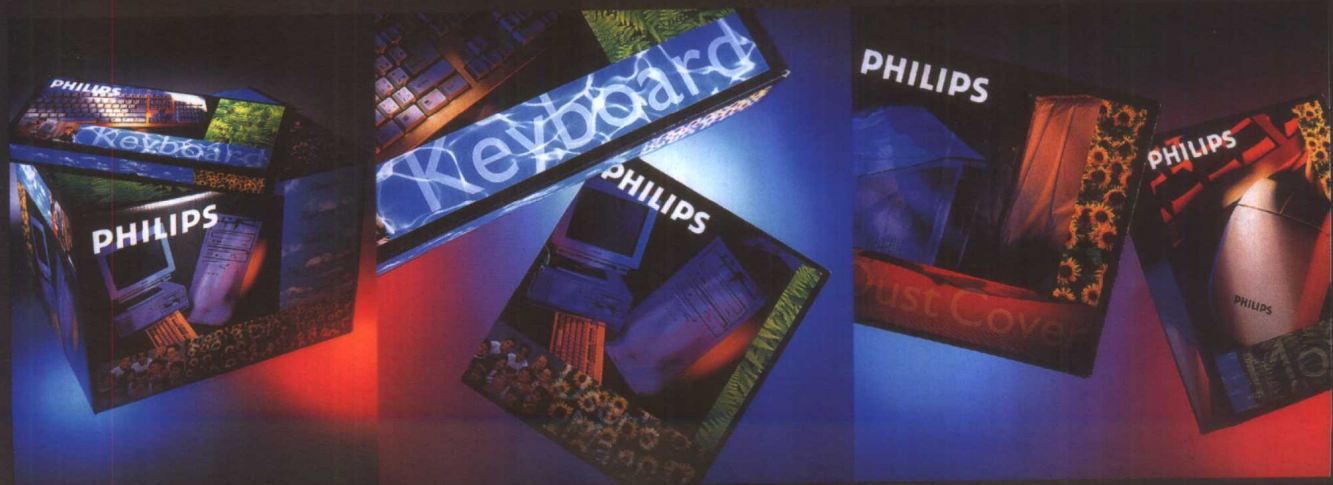


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