

**1394 INTERFACE MARKET FORECASTS AND OPPORTUNITIES 1998-2003  
STRATEGIC POSITIONING OF KEY PARTICIPANTS**

**Memo to: Director of Strategic Marketing**

IEEE-1394 or FireWire is the standard high-speed serial bus for converged digital electronics and computer systems products. 1394 is poised to be the only high speed digital interconnect technology. 1394 is poised to be universal.

1394 will be used to interconnect PCs to peripheral devices, to the TV, and to consumer electronic devices. 1394 will also be used to interconnect consumer electronic devices without a host computer. 1394 is useful in the context of a home network, where a number of inexpensive consumer electronic and computing devices are interconnected. In business, 1394 will be used for high speed video interconnections, including quality control scanning.

The home network is expected to be most useful as a means of interconnecting the TV and computers to very inexpensive hard disk drives that are used in the manner a VCR or hard drive computer memory is used.

Several forces are converging to drive the demand for the 1394 data communication standard. Digital information growth and multimedia content are exploding, increasing the volume and complexity of data being sent between devices.

1394 meets a need to simplify universal device interface to achieve connectivity at the end-user level with one, standardized connector. The entertainment industry is implementing 1394 interfaces faster than the PC industry. Markets will not pick up in earnest until 1394 is adopted by the PC industry.

1394 markets at \$82 million in 1998 are expected to reach \$652 million by 2003. 1394 interface products offer solutions. A new study from WinterGreen Research **1394 INTERFACE MARKET FORECASTS AND OPPORTUNITIES 1998-2003 STRATEGIC POSITIONING OF KEY PARTICIPANTS** provides a detailed analysis of opportunities. A realistic analysis of likely timing is based on over 200 interviews with market participants and opinion leaders.

See WinterGreen Research at the Web site [www.wintergreenresearch.com](http://www.wintergreenresearch.com). We respectfully request that you purchase the study using the form on the brochure or available from the Internet site.

**Susan Eustis**

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\$2,800**

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