IV. Generation Change

---- The Exceptional Opportunity for New Brand
Generation Change Create Exceptional Opportunity For New Brand

- Stable Industry ---- Tier 1 Brands Dominate
  -----Almost Impossible to change the Rank

- Generation Change ---- No Dominator Yet

- Walkman (Tape) ➔ Apple iPod (HDD)
  - 35mm Camera ➔ DSC ➔ V8/DV ➔ HDDV
Next Generation TV (AV-Output)

Black & White
1940

Color
1960

HD TV
2005
Next Generation – (AV-Storage)

Beta/VHS  LD  VCD/DVD  BD/HD
Next Generation – (AV-Input) -- (Aiptek) High Definition DV
AIPTEK -- Cebit 2007
(World First High Definition DV Under $299)
Aiptek Go-HD ranks as 2nd bestselling HD camcorder at Amazon.com
KSF of Future Consumer Product

--- Hint from the success of iPod and Wii ---

I Simplicity & User Friendly (Wii ↔ PS/3)

0- Manual
1- Button
2- Step
3- Click

II Natural User I/F

III Design/ ID
~ The Economy of Aesthetics ~

I  IQ → EQ → AQ

II  Digital (America) VS. Analog (Europe)
   - Wintel (Microsoft/Intel)  
   - Google/Amazon
   - Cosmetic/Red Wine/Architech…
   - LV: Rev. USD 20B; GP: 66%

III  The Chance for ASIA – Digital+ Analog
The “Digital TaiChi”

Technology VS. Humanity

1 - Technology
   - Performance/Spec.

0 - Humanity
   - Design/ID
## US Top 10 DV Brand

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sony</td>
</tr>
<tr>
<td>2</td>
<td>JVC</td>
</tr>
<tr>
<td>3</td>
<td>Canon</td>
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<tr>
<td>4</td>
<td>Panasonic</td>
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<td>5</td>
<td>Samsung</td>
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<td>Hitachi</td>
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<td>8</td>
<td>Optimus</td>
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<tr>
<td>9</td>
<td>Sanyo</td>
</tr>
<tr>
<td>10</td>
<td>DXG Technology</td>
</tr>
</tbody>
</table>

**NPD Group 2006**

**Camcorders Total:** $855,973,569
AIPTEK Goal

6 2 2 5

(Mid-Term Goal)  Short-Term Goal

6 Year  2 Year

Global Top 2 DV Brand  Global Top 5 DV Brand
AIPTEK Aiming to be--- the 2nd, the 3rd, The 4th Personal DV for EACH family member
V. The Global Economic Mega Cycle

----The Exceptional Opportunity For Asia Pacific
The Mega Cycle

--- Global Economy “Feng-Shui” Cycle

1 B.C. – 0 Century
6 – 7 Century
13-14 Century

21 Century (The Mega Tidal Wave is now arriving Asia Pacific)
Thank You!

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