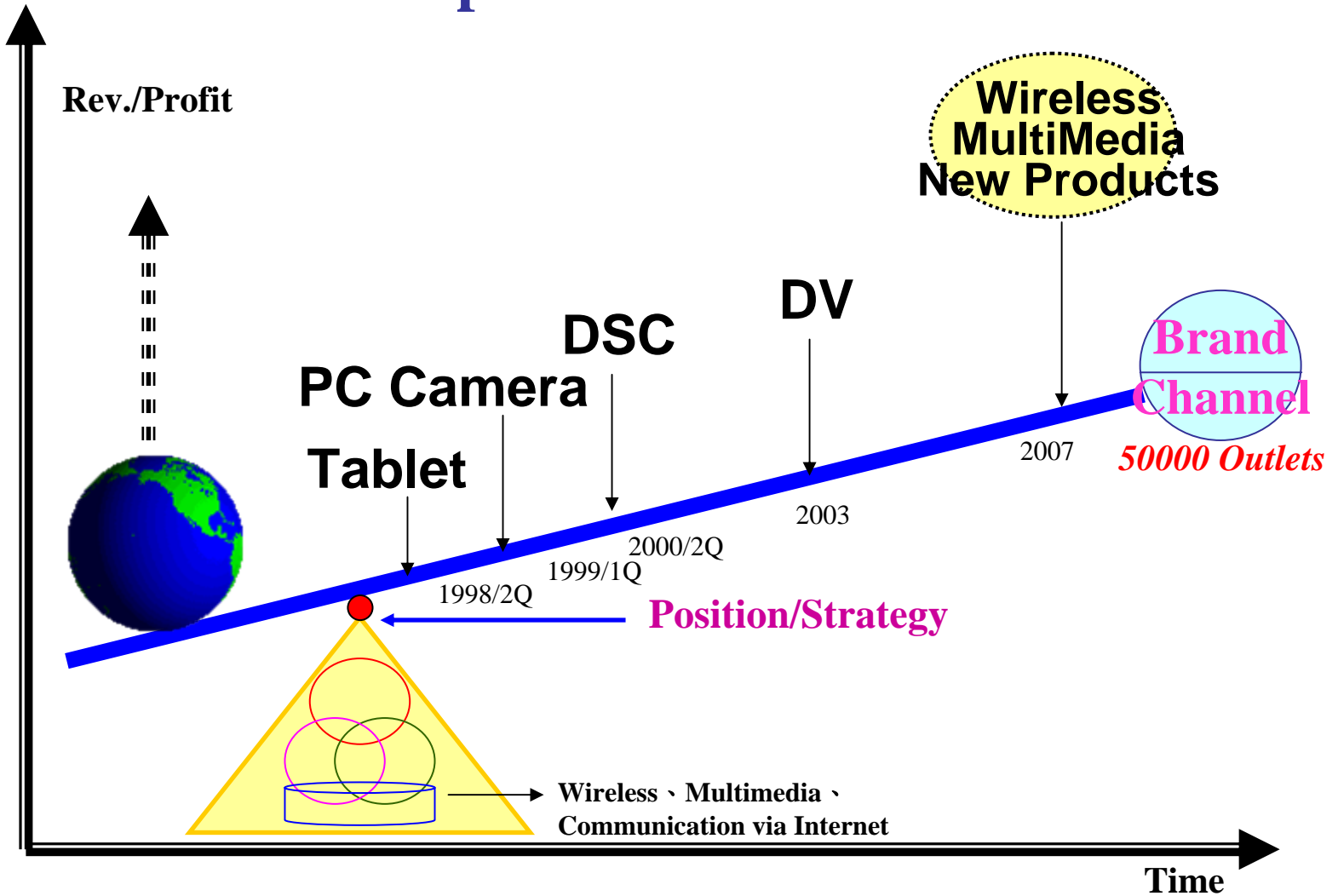


Beijing



2004-01-12

Leverage The Channel and Brand Development/Investment



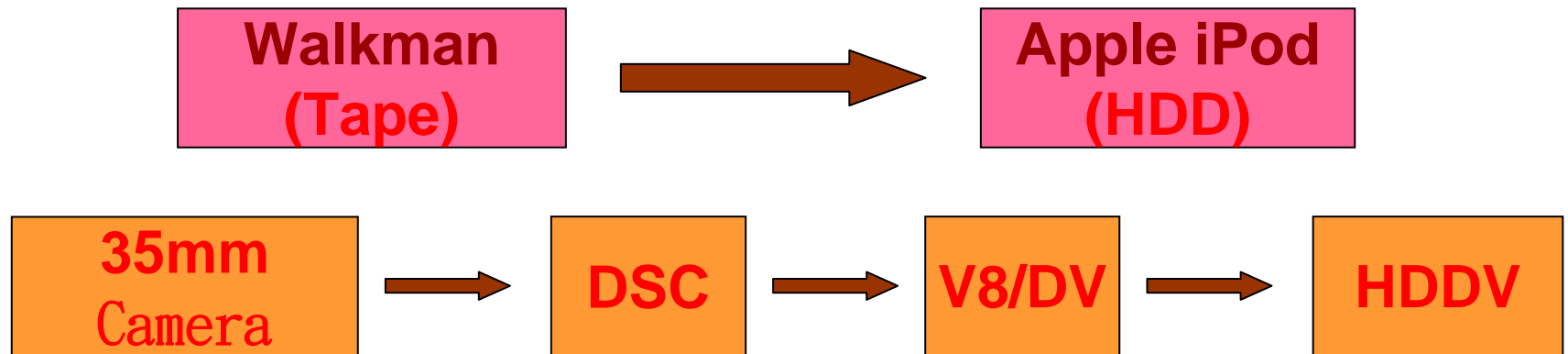
IV. Generation Change

---- *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*



Next Generation -TV (AV-Output)



Black & White
1940



Color
1960



HD TV
2005

Next Generation – (AV-Storage)



Beta/VHS



LD



VCD/DVD



BD/HD

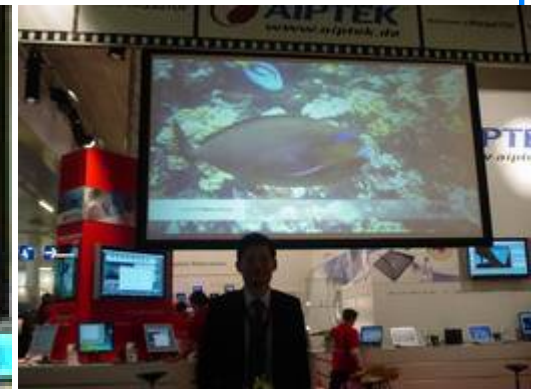
Next Generation – (AV-Input) -- (Aiptek) High Definition DV





AIPTEK-- Cebit 2007

(World First High Definition DV Under \$299)



Aiptek Go-HD ranks as **2nd** bestselling HD camcorder at Amazon.com

Bestsellers

Narrow by Category

< Any Category

< Camera & Photo

< Camcorders

1 Megapixel

10-20x Optical Zoom

2 Megapixel

20x+ Optical Zoom

3 Megapixel

3CCD Camcorders

4+ Megapixel

All Camcorders

Flash Memory

Hard Disk Drive

High Definition

Professional Camcorders

Under 10x Optical Zoom

All Analog Camcorders

All Digital Camcorders

Analog 8mm & Hi8

Analog VHS-C

Digital DVD

Digital MicroMV

Digital MiniDV

Digital Tapeless

Digital8

Microdrive

The most popular items on Amazon.com. Updated hourly.

1. Canon HV20 3MP High Definition MiniDV Camcorder with 10x Optical Image Stabilized Zoom



by Canon
Average Customer Review: ★★★★★
In Stock

~~Price: \$979.98~~
Sale: \$979.98
16 used & new from \$936.00

Offered by Vanns

Add to cart Add to Wish List

2nd



Aiptek GO-HD High Definition 720p Camcorder with 3x Optical Zoom

by Aiptek
Average Customer Review: ★★★★★
In Stock

~~List Price: \$279.99~~
Price: \$256.95
You Save: \$23.04 (8%)
11 used & new from \$256.95

Add to cart Add to Wish List

3. Sanyo Xacti VPC-HD2 7.1MP MPEG4 High Definition Camcorder with 10x Optical Zoom



by Sanyo/Fisher
Average Customer Review: ★★★★★
In Stock

Price: \$599.99
25 used & new from \$609.53

Add to cart Add to Wish List

KSF of Future Consumer Product

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

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

0- Manual

1- Button

II Natural User I/F

2- Step

3- Click

III Design/ ID

~ The Economy of Aesthetics ~

I IQ → EQ → AQ

II Digital (America) VS. Analog (Europe)

- Wintel(Microsoft/Intel)

- Google/Amazon

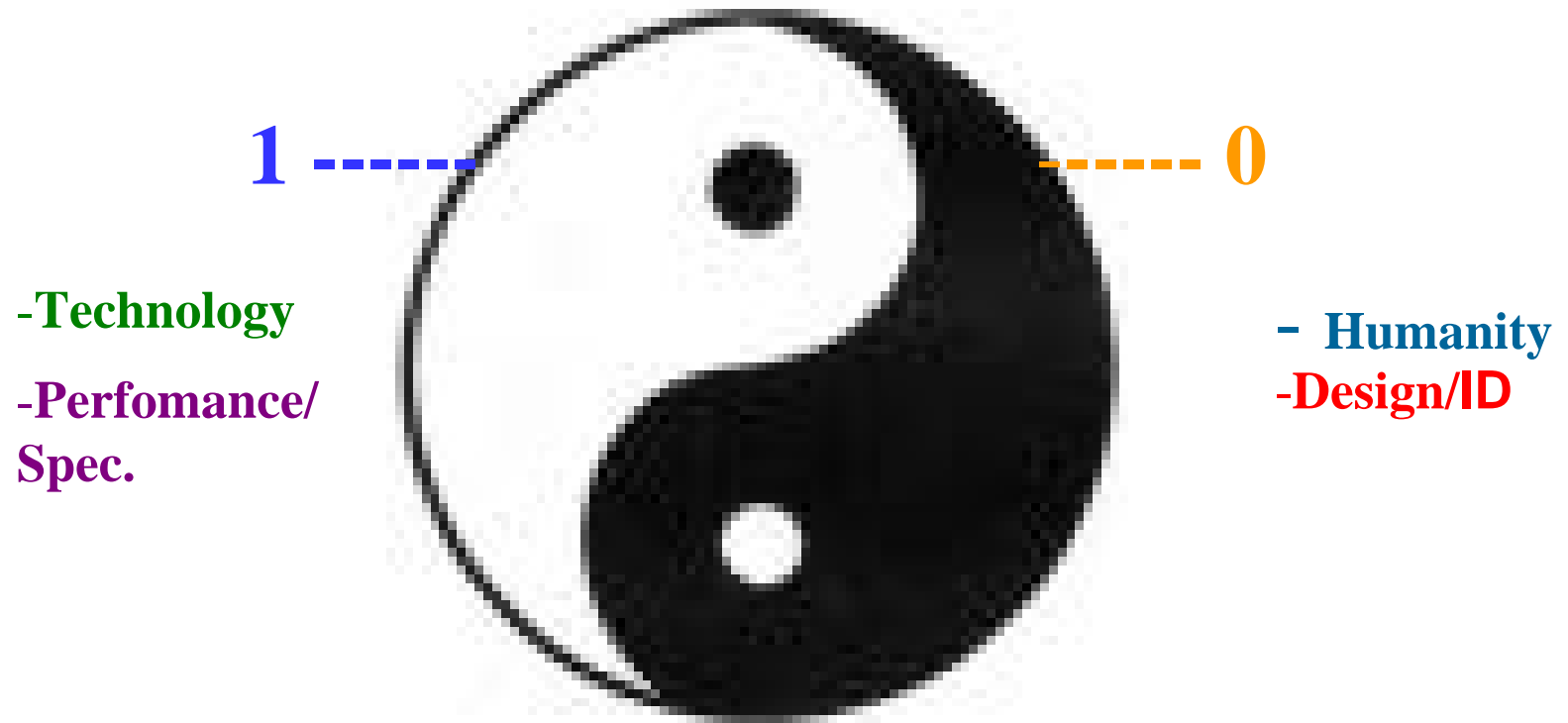
- Cosmetic/Red Wine/Architech...

- LV: Rev. USD 20B;GP:66%

III The Chance for ASIA – Digital+ Analog

The “Digital TaiChi”

Technology VS . Humanity



US Top 10 DV Brand



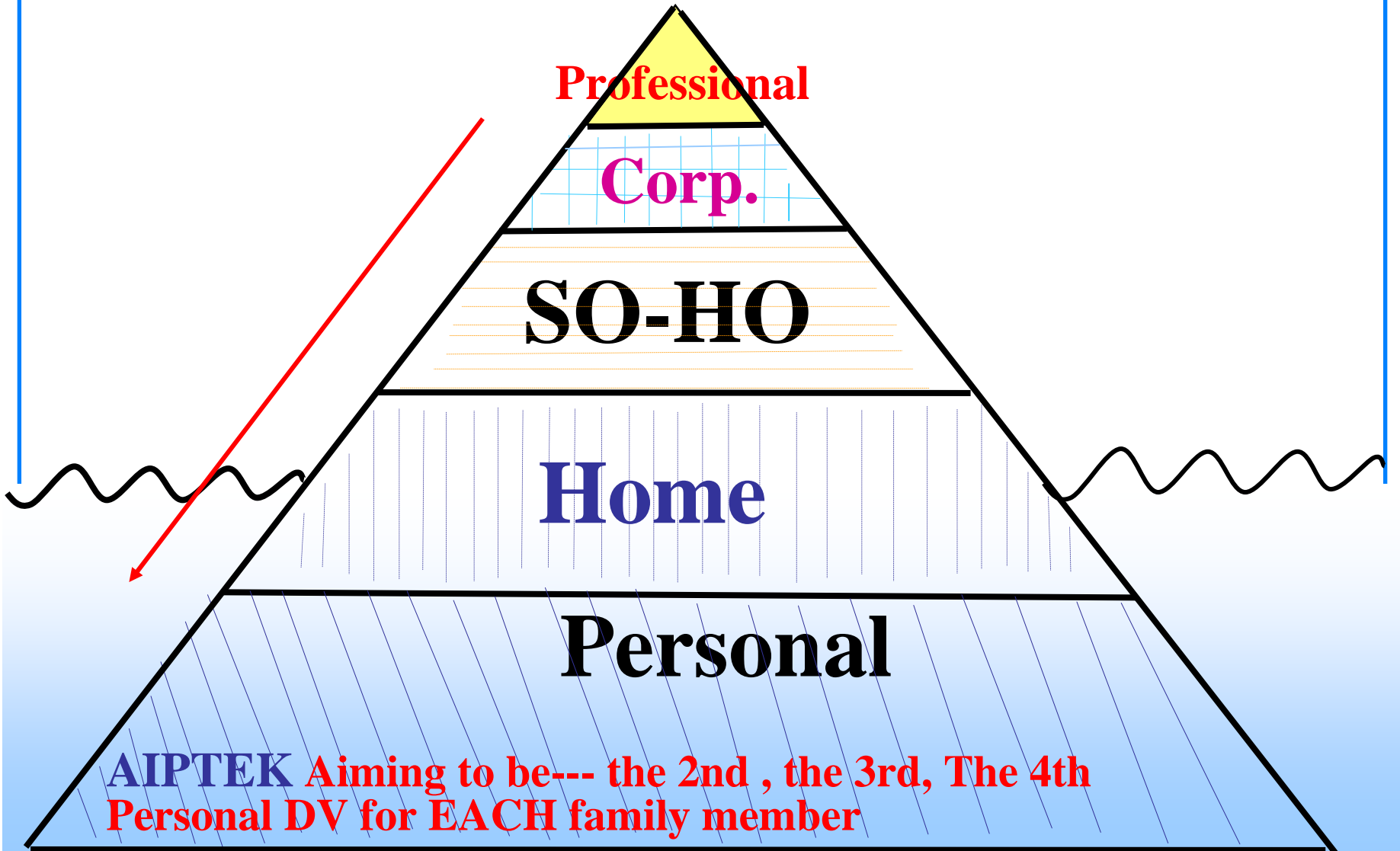
2006

GAMCORDER TOTAL		\$855,973,569
1	Sony	
2	JVC	
3	Canon	
4	Panasonic	
5	Samsung	
6	Hitachi	
7	Aiptek	←
8	Optimus	
9	Sanyo	
10	DXG Technology	

AIPTEK Goal



Market Segmentation & Positioning

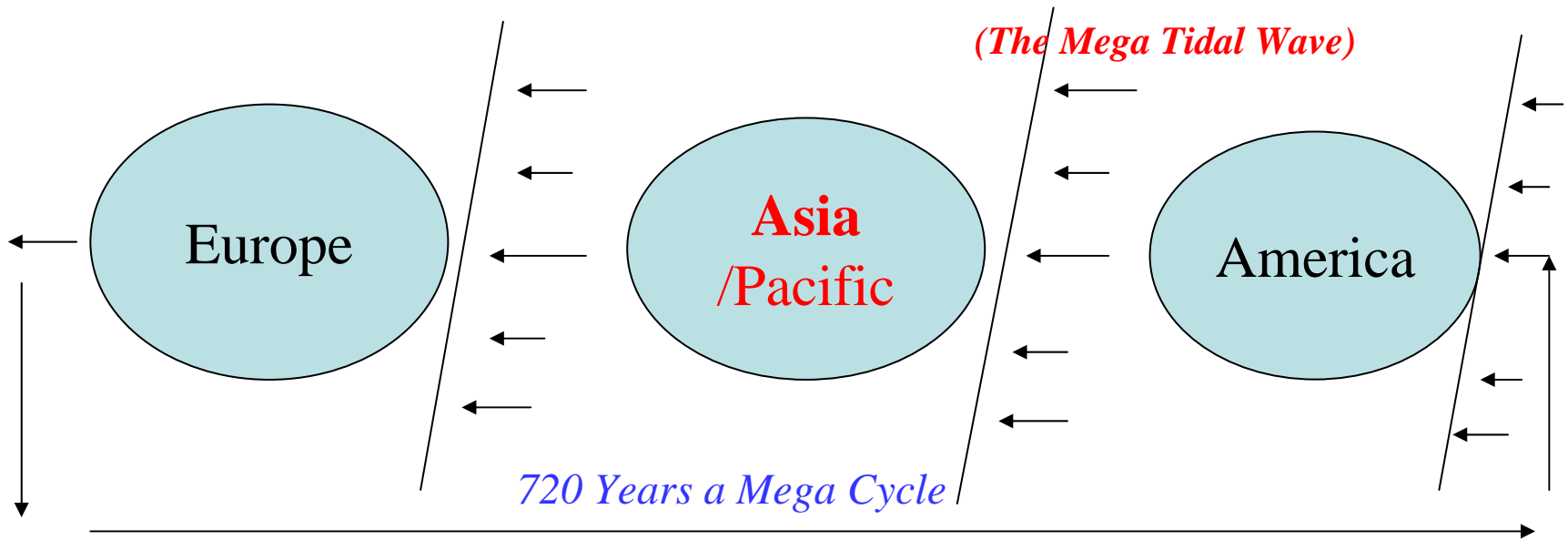


V. The Global Economic Mega Cycle

----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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Email: Peterchen@aiptek.com.tw

