

TWICE

THIS WEEK IN CONSUMER ELECTRONICS

Portable Digital Devices

More Features Seen For MP3 Players, PMPs In 2008

Participants



Andy Mintz
Philips senior VP sales and marketing, audio, video and telephony



Larry Smith, Archos COO



Rob Williams, RealNetworks music software senior VP



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The NPD Group industry analysis director



Gregg Kuperstein, Wireless Toyz president/COO



Kevin Sinclair, Wireless Zone president/CEO



Dale Sohn, Samsung Telecommunications America president

NOT PICTURED:
Mark Louison,
Nokia North America president

TWICE: *What is the potential for cellphones that play MP3 or other music-file formats?*

Kevin Sinclair, Wireless Zone: Music was secondary to the purchase of a phone in the past, but the iPhone has created the need and want. All of the manufacturers are building high-end devices, many with far more features and better functions than the iPhone. At the end of the day, they will all play music and do the same thing; it still boils down to system quality and speed.