



## In Focus

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## THE FUTURE OF TELEVISION

The "relentless pursuit of a better way" is changing a core component of home entertainment - the television! What was once thought of as a mere possibility is now a reality, as technology advances and our interaction with the "tube" is ever evolving.

Singularly, the wide and swift acceptance of PAN (Personal Area Network) devices has bought about a social revolution in the entertainment industry. Beginning with the expansion of the DVR (Digital Video Recorders) market segment; the rise of IPTV (Internet TV); then the growth of VOD (Video on Demand) services, P2P (Person to Person) communications via the Internet; YouTube and other video podcasting and user-generated content, and now—its mobile!



Although we cannot predict exactly how TV will look in the next ten years, there are a few things to monitor. The first is our viewing habits and how we interact with the television. From these viewing habits, various models will evolve—the current leading two competing strategies: "server/client" versus the

"cloud." And even though there are

so many options for entertainment, broadcast TV is still the top choice among consumers. The one thing we do know is that the future of TV will be a plethora of technologies and delivery methods. The challenge is that these approaches will fragment our content and create competing camps, each housed within its own application BUT unable to share content.

TiVo, Google and Microsoft's approach seems more sound because they each attempt to aggregate all the sources into a single universally searchable interface. The cable companies have expressed their disdain for this approach, claiming it undermines their business and devalues their product. All that being said, we do think this could be a great step in the right direction towards consumer choice in both hardware and software, but remain somewhat skeptical until some of these companies actually deliver.



## CLOUD AUTOMATION?



Big players are entering the world of home automation.

Recently several utility companies have made a play to get into the home automation business by utilizing various platforms from existing automation companies. AT&T acquired Xanboo back in December, Verizon aligned itself with 4Home Technology, and Comcast's new Xfinity service will utilize platforms from uControl and iControl, two companies that recently merged.

The plan is to offer all in one type packages where you can pay a monthly subscription and they will host your automation solution on their servers and provide you with home energy and security system

xfinity



monitoring, automated door locks, HVAC control, IP cameras, and various other proprietary devices designed to work with their systems and automate your home.

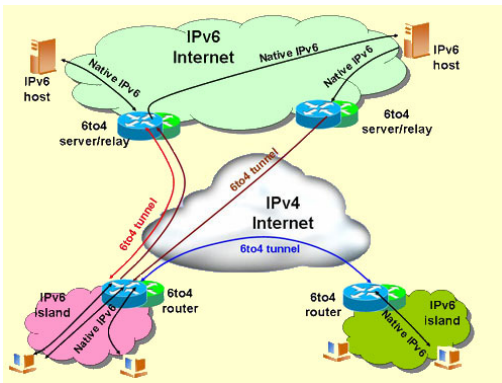
While all this sounds great for just \$10 a month extra (plus the fees related to establishing these services in your home) the real question is, do you really want your utility company having this much control over your home? Does this mean that if you forget to pay your bill they will remotely lock your doors until

4HOME



you pay them? And there is still the issue of integrating various systems into one—a continued shortfall in any mass marketed control product. It sounds like Big Brother is very much alive and well.

# INTERNET ADDRESSES ARE CHANGING!



Every device that connects to the Internet needs a serial number, much like every car on the road requires a license plate. But just like the 6 or 8 characters of a license plate are limited, there is a mathematical limit to how many different addresses are possible for Internet devices.

The current Internet addressing system is called 'Internet Protocol, Version 4' (IPv4), and it has numbered the computers of the Internet successfully for years. By employing 32-bits of re-combined digits, IPv4 has a maximum of 4.3 billion possible addresses.

Now, while 4.3 billion addresses might seem like enough, the Internet is going to exceed this number of devices sometime this year. Every computer, every cell phone, iPad, printer, Playstation, and even soda machines require an IP address.

We are running out of IPv4 addresses for all these devices!

A new Internet addressing system had been introduced which will fill our need for more computer addresses. Internet Protocol version 6 (IPv6) is currently being rolled out across the globe, and its new addressing system will fix the limitation of IPv4. IPv6 uses 128 bits instead of 32 bits for its addresses, creating  $3.4 \times 10^{38}$  possible addresses (the number is so large, there is no English word for it). These billions of new IPv6 addresses will meet the Internet demand for the foreseeable future.

When is the world switching to IPv6? The world is slowly switching now and IPv6 can expect to be the universal standard by 2012. The change will be largely invisible to most computer users because it will mostly be behind the scenes. Older computers may need to download special patches to be compatible, however, any new smart phones or computers purchased in 2012 will have the new IPv6 standard embedded for you.

On June 8, 2011, the biggest players on the Internet (including Google, Facebook, Yahoo!, just to name a few) will offer up their content over IPv6 for a 24-hour "test flight". The goal of the Test Flight Day is to motivate organizations across the industry – Internet service providers, hardware makers, operating system vendors and web companies – to prepare their services for IPv6 to ensure a successful transition as IPv4 addresses run out.

But what is IPv6 and why is it necessary.

## International CES 2011 CONSUMER ELECTRONICS SHOW

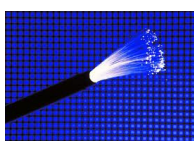
LAS VEGAS (1/6/11) - CES in review... Slightly up in attendance (126K from 120K in 2010) the Consumer Electronics Show provides insights into the coming year for the world of electronics.



Category winners: *Tablets* (over 100 different tablets demonstrated); *Apps* for every

conceivable thing in every conceivable place;

*Broadband*, specifically



focused to bringing entertainment media to you wherever you are; and,

*3D Content Creation* for consumers, because the lack of available programs makes end users want to make



their own 3D movies.

There are a few other insights, that we are happy to share with our customers.



Come see us and learn what we may have in store you!



Verizon Wireless announced that it will begin selling Apple's iPhone in early February 2011, ending AT&T's four-year run as the phone's exclusive carrier.

The Verizon iPhone is a modified version of Apple's iPhone 4, adapted to run on Verizon's CDMA network. Verizon's iPhones will have one new feature that AT&T's version lacks - the built-in ability to use it as a wireless hotspot and connect up to five additional devices. Conversely, Verizon's iPhone will have a few shortcomings of its own, most notably customers wouldn't be able to simultaneously chat on



the phone and surf the Web.

Verizon currently sells its *smartphone* customers unlimited data access for approximately \$30/mo., an option no longer offered by AT&T. No information was available at the time of this publication on Verizon's data plan and pricing for its iPhone.

Lastly, a very important "take away" detail of Apple's Verizon deal: non-exclusive. Does this mean that eventually the iPhone will be coming to other CDMA network carriers - like Sprint?!

## INTERNET CONTINUES TO GAIN GROUND

Those of us still getting our news from the newspaper and television are slowly dissipating into obscurity. A December 2010 national survey by the Pew Research Center for the People & the Press found that among 1,500 adults more people continue to cite the internet than newspapers as their main source of news.

“The internet is slowly closing in on television as Americans’ main source of national and international news,” cites the report. Currently, 41% of the survey respondents say they get most of their national and international news from the internet, up 17% since 2007. Television remains the most widely used source for national and international news – 66% of Americans say it is their main source of news – but that is down from 74% three years ago and 82% as recently as 2002.

This trend is also reflected in newspaper readership. The gradual decline in newspaper readership (from 34% in 2007 to 31% now) shows the impact the Internet has had in this displacement of readers. The proportion citing radio as their main source of national and international news has remained relatively stable in recent years; currently, 16% say it is their main source.

The report analysis of how different generations are getting their news suggests that these trends are likely to continue. In 2010, for the first time, the internet has surpassed television as the main source of national

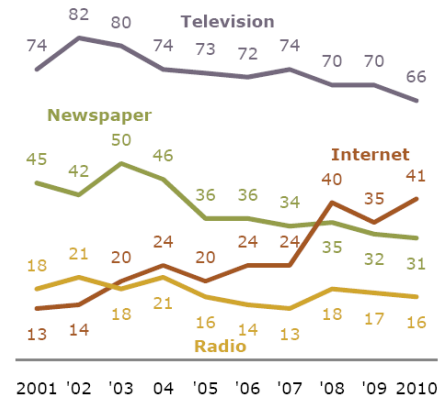
and international news for people younger than age 30. Since 2007, the number of 18 to 29 year olds citing the internet as their main source has nearly doubled, from 34% to 65%. Over this period, the number of young people citing television as their main news source has dropped from 68% to 52%.

Among those ages 30 to 49, the internet is on track to equal, or perhaps surpass, television as the main source of national and international news within the next few years. Currently, 48% say the internet is their main source – up 16 points from 2007 – and 63% cite television – down eight points.

The internet also has grown as a news source for people ages 50 to 64; currently 34% say the internet is their main source of national and international news, nearly equal to the number who cite newspapers (38%), though still far below television (71%). There has been relatively little change in the how people ages 65 and older get their news. The internet has risen to 14% from 5% in 2007, but is still far behind newspapers (47%) and television (79%) as a main source.

The decline in the share of Americans who cite television as their main source of national and international news crosses all age groups. Over the past three years, the number saying TV is their

### Where Do You Get Most of your News About National and International Issues?



PEW RESEARCH CENTER Dec 1-5, 2010. Figures add to more than 100% because respondents could volunteer up to two main sources. If asked more than once in a calendar year, trend shows final datapoint from each year.

<http://pewresearch.org/pubs/1844/poll-main-source-national-international-news-internet-television-newspapers>

main source has fallen 16 points among 18-29 year-olds, eight points among those ages 30 to 49, and six points among those ages 50 and older.

#### About the Pew Research Center for the People & the Press

The Pew Research Center for the People & the Press is an independent opinion research group that studies attitudes toward the press, politics and public policy issues. We are sponsored by The Pew Charitable Trusts and are one of seven projects that make up the Pew Research Center, a nonpartisan “fact tank” that provides information on the issues, attitudes and trends shaping America and the world.

The Center’s purpose is to serve as a forum for ideas on the media and public policy through public opinion research. In this role it serves as an important information resource for political leaders, journalists, scholars, and public interest organizations. All of our current survey results are made available free of charge.



### KNOW WHEN TO GO!



Portable fire extinguisher can save lives and property by putting out a small fire or containing it until the fire department arrives; but portable extinguishers have limitations. Because fire grows and spreads so rapidly, the number one priority for residents is to get out safely. Remember these tips:

Know when to go. Fire extinguishers are one element of a fire response plan, but the primary element is a safe escape!

Before you go through a door to leave a room, feel the door with your hand. Do not open any door that feels hot.

Do not return for personal belongings.

If there is smoke, stay low.

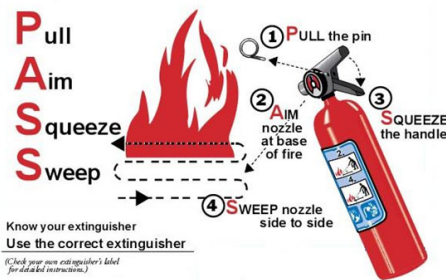
Use stairs to reach an exit floor.

After you are out of danger, call 911.

Help children and people who are unfamiliar with the building or people with disabilities escape the building.

Never assume a sounding fire alarm is a false alarm!

#### To operate an extinguisher:



### Adopt-A-Highway

#### 2010 Charleston County Statistics

Total miles of adopted highways: 268<sup>miles</sup>

Total pounds of litter removed: 53,726<sup>lbs</sup>

Total # of participating groups: 156

Total # of volunteers: 2,336

Upcoming collection dates for 2011:

**Feb 12; May 14; Sept 10; & Nov 5**



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## About lifespaces®

We are electronic systems contractors. Providing contracting, security and audio visual services over two decades, the company directors and technical practitioners hold multiple licenses and certifications in the construction, low voltage cabling, electronic, security (both fire & burglar), and electrical contracting fields. As design & installation contractors, our goal is to make the technology in your lifespaces - intuitive, invisible, and incredible. Whether it's Video Conferencing, THX Home Theater construction, ISF® Video Calibration, HAA® acoustic calibration, CCTV systems, or any number of other specialized requirements, let our team of Industry Certified Professional Designers and Installers address your system needs.

Product Lines include Apple computers, Polycom Video Teleconferencing, McIntosh Audio, Integra, Genelec, totem acoustics, Sonance, Stealth Acoustics, Jamo, Samsung, Digital Projections, Screen Research, Lite-Touch, Centralite, Vantage, Russound,

Crestron, Ashly, Panamax, EquiTech, and many others.

We are also members of International Communications Industries Association, Custom Electronic Design & Installation Association, the National Association of Home Builders, Consumer Electronics Association, National Burglar & Fire Alarm Association, South Carolina Alarm Association, Home Acoustics Alliance, American Institute of Architects, America Institute of Building Designers, American Society of Interior Designers, Charleston Metro Chamber of Commerce and the Better Business Bureau of SC. We hold many industry awards, the most recent of which was Winner in the Consumer Electronics Associations 2010 Mark of Excellence in multiple categories.



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