

Tech@Tuck: Welcome to the Digital Home

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Hanover, N.H.— What does the digital home look like? Is it your own home theater integrating multiple content sources and offerings in one place? Is it automation and hi-tech appliances in the kitchen like under-the-counter flipscreens and smart refrigerators? Or is it a Windows Media Center PC in your living room creating a slideshow from pictures downloaded from your digital SLR camera and playing songs off your iPod while a Roomba cleans your floor?

On January 18, the Center for Digital Strategies at the Tuck School of Business at Dartmouth will sponsor a Tech@Tuck event entitled “The Emerging Digital Home.” This event, open to the Dartmouth community, will examine how new technologies are transforming the home.

The home is rapidly seeing the convergence of computing, communications, and entertainment with products such as TiVo and Overture. Corporations from all sectors are scrambling to make sure they aren’t left behind. In just the last few years, the digital home has expanded, so that its meaning now goes beyond devices such as flat screen panels and wireless security systems. Today, the digital home means the ultimate nexus for internet access/news, entertainment and personal/home management, complete with a vision of a singular console providing a simple, personalized interface.

But how will this vision come about? Who will be the key players in this new battlefield—content, devices, and service providers? Will consumers continue to have choice, or will convergence mean only one console, one system will prevail? Or will a new technology emerge to redefine the industry? How will we all be connected in the not-so-distant digital home? January’s Tech@Tuck event will address these and other questions, and feature:

- **A Hands-on Demonstration and Display**, featuring the latest devices and software for the digital home, including products from Microsoft, Apple, Samsung, Dell, and TiVo.
- **A Panel Discussion** on “Delivering Entertainment to the Digital Home,” including panelists Glenn Britt T’72, chairman & CEO of Time Warner Cable; Kevin Schofield D’88, general manager of strategy and communications at Microsoft Research; and Russell Wolff T’94, executive vice president of ESPN International. Analyst Bruce Leichtman from the Leichtman Research Group will moderate the panel.
- **A Conversation with Grammy-Winning Jazz Artist** Maria Schneider, who will talk about the new software/website ArtistShare (www.artistshare.com), and how musicians and fans are collaborating via the web. This program, titled “Artists and Audiophiles,” will be co-hosted with the Hopkins Center for the Arts.

On January 11, the Center for Digital Strategies will preview the main Tech@Tuck event with an afternoon session with Ted Odell, strategic planning director for Intel's Digital Home Group. Odell will visit campus and speak about Intel's role in, and vision for, the Digital Home.

The Center for Digital Strategies at Tuck promotes the development and practice of digital strategies—the use of technology-enabled processes to harness an organization's unique competencies, support its business strategy, and drive competitive advantage. Tech@Tuck, sponsored by the center, is a series of events for the Tuck and greater Dartmouth community that highlight digital technologies and their implications for business and personal life.

For more information about Tech@Tuck, please visit the Center for Digital Strategies on the web at www.tuck.dartmouth.edu/digitalstrategies.

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Founded in 1900, Tuck is the first graduate school of management and consistently ranks among the top business schools worldwide. Information about the Tuck School is available at www.tuck.dartmouth.edu.