

# Hauppauge!®



## **Hauppauge: FCC's Set Top Box Action Will Create New Opportunities For Small Device Manufacturers and Entrepreneurs**

Feb 18, 2016 - Hauppauge, NY - Hauppauge Computer, a manufacturer of TV receivers used around the world, applauds the FCC's plan to move ahead with a standard to support competitive TV receivers for the US market.

The new open standard should replace the current CableCARD TV receivers, which are based on older, more limited technology. The new open standard formulated by the FCC will allow consumers in the United States to watch live TV from cable or satellite TV plus video services such as Netflix and Hulu on one device using one remote control.

The FCC's action today has the potential to create a new market for video display devices that could mirror the competition within the cell phone marketplace, creating new opportunities for entrepreneurs and small device makers eager to bring new ideas and technology to market.

Hauppauge's President Ken Plotkin said ""Hauppauge supports the FCC plan to create a new generation of TV set top boxes, providing a better user experience by combining live TV and over the top video in one device with one remote control. We believe this new standard will encourage innovative developers to create products which will lower consumer costs, increase the selection of content available to consumers and allow new applications for TV.""

Hauppauge has helped create a series of demonstrations that show that popular consumer devices can deliver both live TV content and 'over the top' content in the home without requiring a change to the TV distribution systems of current cable and satellite TV providers.

This new system will offer consumers a single remote control to watch video and live TV content, and is estimated to save consumers billions of dollars in TV set top box rental fees.

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### About Hauppauge

Hauppauge Computer is a leading developer and manufacturer of high definition video recorders plus TV receiver products for personal computers. The Company designs and develops digital TV receivers and HD video recorders which are sold through major retailers in North America, Europe and Asia. The Company is headquartered in Hauppauge, New York. The Company's Internet web site can be found at <http://www.hauppauge.com> . Hauppauge and WinTV are registered trademarks of Hauppauge Computer Works, Inc.