



Events



Digital Winter Entertains But Lets Down for Displays

Every six months sees a new Digital Seasons event in the **Montcalm** Hotel near London's **Marble** Arch. While the event itself is small, the products on show are extremely varied and the prize draws (every attendee is entered) of high quality - this year's top prizes were an iPhone 6 and 6 Plus, although luck was not on my side.

Traffic and engineering works on the Underground prevented me from reaching the last two Digital Seasons events on-time, and I was determined that this time would be different. The journey was extremely smooth - perhaps too smooth, as I arrived early!

The HD PVR Rocket, from **Hauppauge**, is a PVR for gamers. It has been available for about a year, but the company was keen to stress how many updates are being rolled out. All the feedback that the company receives is going to improve the Rocket. For example, a recent update made the product's USB port compatible with USB microphones, which many gamers use today. Another, being rolled out later this month, will enable videos to be recorded as an MP4 file. Currently, files are recorded using the transport stream (.ts) extension and can then be converted, but gamers want straight MP4 files so that they can upload recordings to YouTube. With the recent announcement that gaming channels have become one of YouTube's most popular categories, with almost 4.4 billion views in September, it's easy to see why this feature is in demand!

Leapfrog is most well-known for its LeapPad childrens' tablets, but is now expanding to other mediums. The Leap TV is an educational console for young children, which will be launched in the UK on 29th

October for £100 (\$160). Both the console and controller (featuring large buttons and the ability to convert into a 'wand') are robust, and unlike other console games are supplied on cartridges, not discs. Each game is developed in-house by Leapfrog, with licensed IPs including Marvel's Spiderman. Each game focuses on a different area of learning, like maths or reading. A camera accessory, which adds gesture control, can also be used with the console.

A particularly interesting product from **OCZ Storage Solutions** (a Toshiba Group company) was the Revodrive 350 SSD. Designed for enterprise use, such as workstations, the drive connects through PCIe rather than SATA. OCZ claims that the transfer speed is as much as three times faster than SATA drives. The newest product is aimed at consumers, though, and emphasises how much the cost-per-megabyte of storage is falling: the Arc 100 costs just £50 (\$80) for a 120GB model!

Disappointingly, **Philips'** stand was exactly the same as we'd seen at Digital Summer in May (Display Monitor Vol. 21 No 21), down to the location and products. The company was promoting its Picopix and Screeneo portable and UST projectors (again). The Screeneo has been very popular with consumers who value aesthetics (actually, the exact words used were "wives and girlfriends"!).

On the 3rd November, Philips will launch a cashback promotion for the Screeneo. Up until 17th January 2015, customers purchasing one of the projectors will receive three Blu-ray films for free, and will be able to claim up to £150 (\$240) cashback.

Roku recently announced a partnership with British TV maker Linsar (Display Monitor Vol. 21 No 39), and was promoting the agreement at Digital Winter. It is likely that

this type of offer (a Roku Streaming Stick bundled with TVs) will be the only type of hardware deal in the UK, at least for the foreseeable future; there are no plans to launch products like the Roku TVs from TCL and Hisense (Display Monitor Vol. 21 No 3). Neither are there plans for any new hardware; Roku's focus is on features, such as an upgraded search function and new content.

Prices are ex VAT.

