

Answering the “Yes But’s” - cont....

- **Important Point: It’s only needed on “Cable Ready” Products**
- There is no deadline, when it’s ready it can be produced
- There’s no requirement to make ***any*** “cable ready” product; this is voluntary!

Answering the “Yes But’s” - cont....

- ***“Yes but, It will confuse the TV’s micro”***
 - » **Set-top uses same IR codes as would set-back module**
 - » **Codes illuminate both set-top and TV/ VCR**
 - » **With set-top, same signals come through IR path**
 - » **TV or VCR must deal with them in either case!**
 - » **This is not a new burden!**

Answering the “Yes But’s” - cont....

- *“Yes but, Maybe consumer electronics products won’t use IR”*
 - » Then cable **really needs an IR Path** to the module -- adds less than a dollar!
 - » **Need to communicate with the system**
 - » **Subscriber needs familiar way to control**
 - » **Need to be able to write manuals, advise consumers**

Answering the “Yes But’s” - cont....

- *“Maybe consumer electronics won’t use IR”*
- **Isn’t it ironic that the Consumer Electronics side might not use IR, but they ask that Cable be frozen in its use of IR?**

Answering the “Yes But’s” - cont....

- ***“Yes but It’s a Cable ruse to rent remote controls”***
 - » **New services need new remotes!**
 - » **New controls, new inputs**
 - » **Look and Feel is critical**
 - » **Renting remotes is financially unattractive!**
 - » **Very aggressive market for “Universal Remote” sales**
 - » **Very inexpensive! \$10 and up**

Answering the “Yes But’s” - cont...

- ***“Yes but cable can use a separate IR receiver”***
 - » So called “Kilroy” module
 - » Difficult to install, keep from falling off
 - » Double stick tape damages finishes
 - » Easily damaged, results in service calls
 - » Remote control aiming issues
 - » Creates incentive to keep Cable Box a set-top

Conclusion

- The EIA “Command Set” is inadequate - it will burden Consumers
- Without The “IR Pass Through”, the consumer will be disadvantaged
- Participation by “other affected industries” (§42) requires it
- “IR Pass Through” is practical & cheap
- **Only needed on “cable ready”**
- Objections we’ve heard are not valid