

Re: DTV antennas?

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Hi Jeff,

"Jeff Liebermann" <jeffl@xxxxxxxx> wrote in message
news:hukp74tk3rn20thlo0vm84r5sb94nn09gs@xxxxxxxx

Yep. Security is a real problem. I'm sure some manner of security arrangement can be contrived, like having the customer go online and authorize a firmware update.

Agreed, but realistically most people would probably never actually authorize the upgrades... look at how many access points out there have "linksys" or "dlink" or "airlink101" as their SSIDs!

Probably the best thing you could do would be to have the box alert the user that new firmware was available, and would they like to install it? -- With the big warning about, "blah, blah, only do this if you trust the TV station channel 6 that it came from, etc." And then give them the option to "rollback" to the last installed version if there's a problem... which then does require some extra memory to keep an old image around.

Soon, every kid will have an ATSC 8VSB modulator and transmitter in a black box. Actually, I did a search for a do-it-yourself 8VSB modulator or transmitter, and couldn't find one.

The GNUradio guys have a *demodulator* for it; someone over there is probably working on a modulator as well. It's certainly not a trivial undertaking!

True. Most stores do not have personnel that are even capable of determining if it's defective. That's one reason for why the existence of the Geek Squad and Fire Dog people attached to the US electronic retailers. The stores have realized that the abilities of the salesmen are limited and need some expertise.

....and that people are willing to pay for that expertise. That's the part

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that amazed me — realizing that someone actually would pay, e.g., \$50 just to have someone else install a virus scanner or some more memory or something else very "mundane." They clearly didn't grow up in the Joerg school of "do it yourself." :-)

—Joel