

Americans Increasingly Turn To The Computer For Home Entertainment

(NAPSA)—Imagine settling down on your couch for an evening in front of the tube. But instead of having only two choices—channel surfing or DVDs—you also have the option of watching a slide show of last summer's vacation, listening to your favorite music playlists or recording the telecast of the big playoff game, all on the same machine. Sound like a dream? According to a recent poll by Harris Interactive Inc., it's becoming a reality as more and more Americans look to their home computer for entertainment.

The national survey, which polled more than 2,000 computer users age 13 and older, revealed that the computer is redefining how people enjoy home entertainment. Survey respondents ranked the computer as more important than the television (43 percent), DVD player (59 percent), stereo (61 percent) or CD player (63 percent). For 46 percent of respondents, including 66 percent of 13-to-17-year-olds, entertainment in the home revolves around the computer.

"We were blown away with the number of people who are using their computer as the center of entertainment," said Hal Quinley, group president at Harris Interactive. "These results indicate that people look to their computer as a television, DVD player, stereo and CD player combined."

As their role in home entertainment expands, computers also are moving out of the home office and into the social rooms of the house, with many people placing them in the living room, family room, den, dining room, kitchen and media room. Teens remain strong influencers of computer use in the home, introducing parents to the

Couch Potatoes Go Digital

As the focal point of entertainment in the home, the computer edges out several consumer electronic devices in overall importance.

Americans prefer the PC over:



CD Player	63%
Stereo	61%
DVD Player	59%
TV	43%

Source: Harris Interactive Poll

You've got to hand it to digital: studies show it's the way to go for entertainment these days.

latest gadgets and technologies. More than half of 13-to-17-year-olds say that family members turn to them for information about digital music, video or photographs.

Catching this technology trend is easier than you might think: Media-friendly computers such as those powered by Windows XP Media Center Edition bring the simplicity of the remote control to digital entertainment. Media Center PCs, available from major manufacturers including Gateway Inc., HP and ViewSonic Corp., make it easy to use a home computer to record favorite television shows, listen to music, or share digital photos and videos with family and friends.

"Innovations such as the Media Center PC have offered a fun and convenient way to enjoy digital entertainment using the computer, and consumers are responding with interest and excitement," said Kevin Eagan, general manager for the Windows eHome Division at Microsoft Corp. "Entertainment on the computer is easier to use than it's ever been before."