

[Update: Comcast Responds to Camera Story](#)

The story of Comcast's desire to know [who's in your living room](#) has certainly touched off a web-wide frenzy, starting in [our comments section](#) and finding its way into [The New York Times](#).

Gerard Kunkel, Comcast senior vice president of user experience, and the man interviewed for the original story, responded in our post comments section. In the interest of fairness, we wanted to give Mr. Kunkel's response more prominence.

Chris,

Your article on "Comcast Cameras to Start Watching You" portrayed some assumptions that require correction and clarification. I want to be clear that in no way are we exploring any camera devices that would monitor customer behavior.

To gather information for your article on Comcast's exploration of cameras you picked up on my conversation with another conference attendee. The other attendee and I were deep in a conversation discussing a variety of input devices offered by a variety of vendors that Comcast is reviewing.

The camera-based gesture recognition device is in no way designed to – or capable of – monitoring your living room. These technologies are designed to allow simple navigation on a television set just as the Wii remote uses a camera to manage its much heralded gesture-based interactivity.

We are constantly exploring new technologies that better serve our customers. The goal is simple – a better user experience that allows the consumer to get ever increasing value out of their Comcast products.

As with any new technology, we carefully consider the consumer benefits. In fact, we do an enormous amount of consumer testing in advance of making a product decision such as this. I'm confident that a new technology like gesture-based navigation will be fully explored with consumers to understand the product's feature benefits – and of course, the value to the consumer.

Sincerely, Gerard Kunkel

I responded to Mr. Kunkel in our comment with the following:

Hi Mr. Kunkel,

Just to further clarify. After you granted me our initial video interview, you brought up the topic of Comcast knowing who was in the living room in a conversation between you, myself and another conference attendee.

I actually left and came back to follow up on this point while you were talking with that same attendee. At this point, you were aware that I was a reporter and I took handwritten notes in front of you as we talked to make sure I had an accurate accounting of what you were saying.

I'd love to talk further with either you or someone else at Comcast to follow up on this story.

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1. [...] Newteevee: [...]

[Comcast considers creepy new addition to the set top box | IT News Digest | TechRepublic.com](#) on March 24th, 2008 at 4:36 am - [Permalink](#)

2. Chris–

Gerard used the exact same response Comcast's PR director Jenni Moyer used in another blog. Check it out:

<http://fergdawg.blogspot.com/2008/03/comcasts-creepy-experiment-puts-cams.html>. You'd think Comcast would at least know to mix it up a little. Oh well....

Dave on March 24th, 2008 at 9:22 am - [Permalink](#)

3. Ooops: try this link: <http://fergdawg.blogspot.com/2008/03/comcasts-creepy-experiment-puts-cams.html>

Dave on March 24th, 2008 at 9:26 am - [Permalink](#)

4. LOL @ everyone thinking Comcast is going to be watching you in your living room. Takes a pretty stretched imagination to actually believe that. Gullible, anyone?

Sal on March 24th, 2008 at 10:58 am - [Permalink](#)