Digital Content Explosion: 2000 - Digital photography takes off

- Digital camera sales exceed 35mm camera sales in 2003
- Archiving precious memories is a top consumer concern
  - 76% of consumers think of archiving on CD
  - Easy access and retrieval from archives is also important
- Consumers organize their photos into collections but there is no standard way to interchange photo collections from computer to CE devices

Can’t find their photos

Digital Imaging Use Case

Requirement

Photos & Video clips

Organize & Burn

CD-R/Video-CD DVD-R/+R

DVD Player & TV

Printer or Online Service

Interchange from PC to CE loses photos’ metadata and the notion of “collection”
Camera Phone Market
Dramatic Rise in Market Share

Immediate Capture, Catalog and Share

Source: Infotrends 11/04 Worldwide Consumer Digital Camera Forecast Summary

Keyboard allows for metadata entry
Digital Content Explosion: MP3 Everywhere

- PC is becoming the main storage device for music collections
  - Digitized personal collections
  - Online services
- Consumers want to play their music on multiple CE devices
  - Car stereos
  - Home stereo
  - DVD player
  - Portable jukeboxes

MP3 Player sales (all types – MU)
Personal Music in the Home

Personal CD Collection
Online Music Services
Tag, Clean, Organize & Burn
Play on CE devices

Interchange from PC to CE loses notion of “playlists” and most music metadata
Video Content Proliferation

- Consumers will soon exhaust the hard disk drive space on their PVRs
  - Desire to archive on optical discs
  - Next generation PVRs have DVD recorder

- New devices for video capture and playback are reaching consumers
  - Many Camera phones record video
  - Portable Media Players
Customers will want easy access to their archived TV content
Digital Content Explosion:
Optical Storage transition from CD to DVD

- DVD burner sales take off in 2004
  - 10.7 MU of PC DVD burners
  - 40% of Home PCs ship with DVD recorder
  - <$100 for aftermarket drives (8X)
- <$1 per blank DVD disc (DVD-R)
- Consumer DVD recorders reaching mass market price
  - <$400 for brand name

Consumers will be storing more photos & music files on every disc

Source: Santa Clara Consulting Group, Mar. 2005
Today’s Experience
DVD-R/CD-R Playback on DVD Player

• Difficult to navigate
  – Truncated song names
  – Tree structure
  – No sorting
• Lengthy disc start-up
• No metadata
  – For photos: caption, date/time
  – For music: genre, duration, year, etc.

Unsatisfactory Consumer Experience
MPV Enabled Products

- Guarantees a consistent and easy navigation
- Rapid startup
  - Single file to be read from disc or transferred along home network
- Rich metadata available
There is no universal way to represent collections of music, photo and video
MPV™ (MusicPhotoVideo)

A media management solution for the interchange of media collections
Interoperability
Licensing and Certification Program

- MPV-IS is a self-testing, self-certifying program
- **ValidateMPV!™** Validation Tool
  - Available from Software Architects, Inc.
  - Support for Windows, Linux and Mac
  - Command line interface
  - Automatically outputs a detailed report which refers to each MPV-IS requirement
  - Support for Windows, Mac and Linux
- One-time administrative licensing fee (no royalties)
  - $$ option 1 – one-time
  - $$ option 2 – per product
- Trademarks and Logo
  - Use is optional but highly encouraged
# MPV Committee

<table>
<thead>
<tr>
<th>Sub-committee or WG</th>
<th>Leadership</th>
<th>Company</th>
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<tr>
<td>MPV Committee Chair</td>
<td>Felix Nemirovsky</td>
<td>Chuba Consulting</td>
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<tr>
<td>MPV CORE Specifications</td>
<td>Pieter van Zee</td>
<td>HP</td>
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<tr>
<td>Camera WG</td>
<td>Kenji Ichimura</td>
<td>Olympus</td>
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<td>Portable Storage WG</td>
<td>Po-Chieh Hung</td>
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<td>Broadcast TV WG</td>
<td>Eric Shalkey</td>
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<td>Interoperability WG</td>
<td>Youngyoon Kim</td>
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<td>Music WG</td>
<td>Raza Zaidi</td>
<td>Jadugar Consulting</td>
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<tr>
<td>Print WG</td>
<td>Fumio Nagasaka</td>
<td>Epson</td>
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MPV™ Advantages

- Developed in an open fashion by OSTA’s participating members
- Extensible to new technology areas
  - Portable storage and CE playlist profiles coming soon
- No royalties from OSTA
  - Minimal one-time administrative logo licensing fee

Strategic Middle Layer for Mainstream Orgs
MPV Adoption by Other Standards Bodies

- **PASS Initiative**
  - Picture Archiving and Sharing
  - An initiative by Kodak, Fuji and Konica/Minolta
  - Guarantees playback in DVD players of discs created by photo-finishing kiosks and services

- **CEA R6WG11 Audiobooks**
  - Advanced Metadata for books on CD
MPV Adoption by Other Standards Bodies

- **UPnP/DLNA**
  - MPV Photo Initiative
    - Proposed by HP/Olympus

- **MIPC (Mobile Imaging)**
  - Print Profile Initiative
    - Liaison by Epson

- **PictSync (Media Players)**
  - Targeting DSC, Media Players, Camera phones
  - Promoted by PortalPlayer, HP, EPSON, Samsung, Olympus, IDS
Summary

• MPV provides a universal way to interchange collections of photos, video and music

• MPV specifications are published
  – MPV-IS guarantees compatibility
  – Certification/Logo Program Started

• MPV is open, extensible and royalty-free from OSTA
  – Ready for adoption by Application Specific organizations

http://www.osta.org/mpv