



MusicPhotoVideo Seminar Summary

October 2005

Consumer Applications

Covered by MPV

- **Personal Media Files managed on PC**
 - **MP3, WMA, AAC, JPEG, AVI, MPEG, WMV, etc**
- **Streaming Content**
 - **Audio and Video Broadcast Content**
- **Archival and Sneaker-net sharing**
 - **Playlists, Albums and Slideshows on CD/DVD**
 - **Memory Card exchange**
- **Connected Collection Exchange**
 - **USB Device to Device**
 - **Home Networking Devices**
 - **Web and Server Uploads**

MPV Development Progress

- **Fundamental Building Blocks Finished**
 - MPV Core, NMF, Manifest, Basic Profile
- **Application Specific Specification Developed**
 - Music, Presentation, TV Broadcast, Printing - Profiles
- **Category Independent Storage Strategy Developed**
 - Portable Storage Profile
- **Basic Interoperability Guaranteed**
 - MPV-IS Specification Released
 - Logo/Licensing available
 - Certification Program under way
- **Digital Camera Guidelines soon to be published**
 - Photo Capture, is starting point to generate MPV

Digital Photo Application

Leading the way

- **Every Consumer Use Case Defined**
 - **Digital Photo Wallet**
 - **Optical Disc Archiving**
 - **Camera unload to home server**
 - **Fancy Printing from anywhere**
- **Every Consumer Device Covered**
 - **Digital Still Camera**
 - **Camera Phone**
 - **Media Player**
 - **Optical Player/Recorder**
 - **Home Server/PVR/DVR**
 - **MFP and Photo Printer**
 - **Kiosk and Photo Services**

CALL TO ACTION

- **Deployment Starts with Content Generating Applications**
 - **Digital Still Cameras, Camera Phones, Picture Discs**
 - **Committed:** Fujifilm, HP, Kodak, Konica-Minolta, Olympus, Samsung
 - **Interested:** Casio, Nokia, Sanyo
 - **PC based Photo Management Applications**
 - **Committed:** HP, InterVideo, Nero, SAI, Sonic Solutions
 - **Interested:** ArcSoft, CyberLink, Simple Star
- **Complete MPV-Enabled Photo Ecosystem Emerging**
 - **Printing:** EPSON, HP
 - **DVD/DVR Recorders:** Samsung
 - **Media Players:** PortalPlayer
 - **Retail Photofinishing:** Kodak, Fujifilm, Konica-Minolta

MPV™ (MusicPhotoVideo)



Lets Work Together

Thank you