



MusicPhotoVideo Introduction

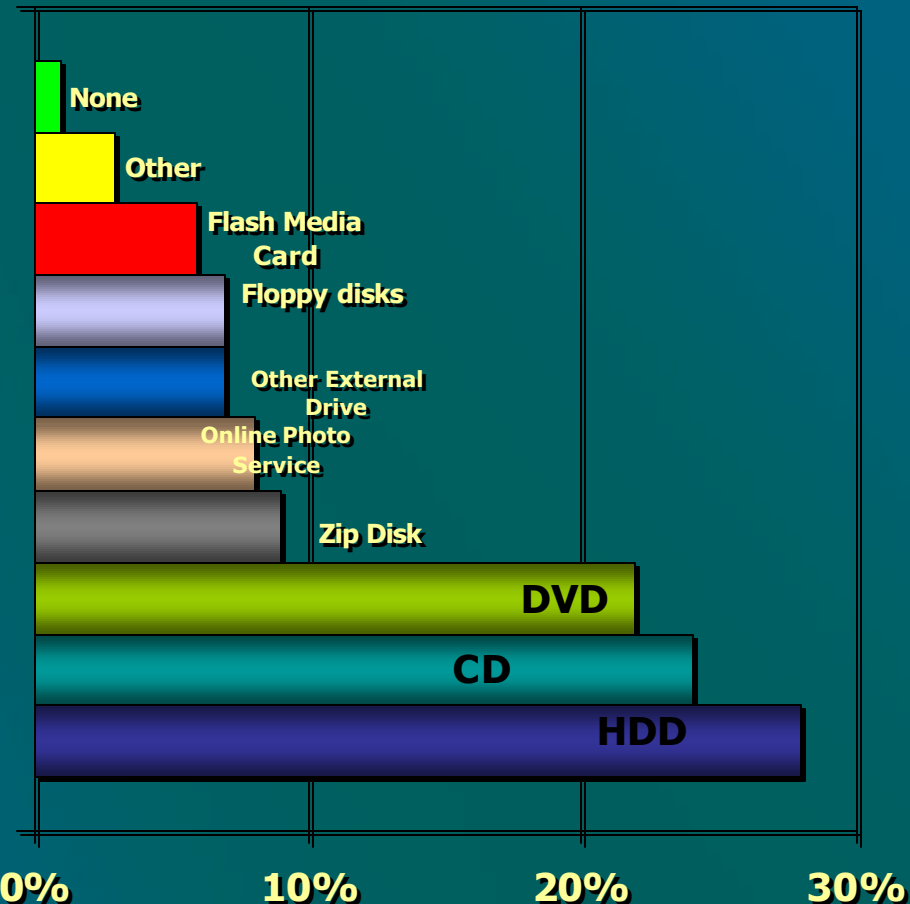
October 2005

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



Interchange from PC to CE loses photos' metadata and the notion of "collection"

Camera Phone Market

Dramatic Rise in Market Share



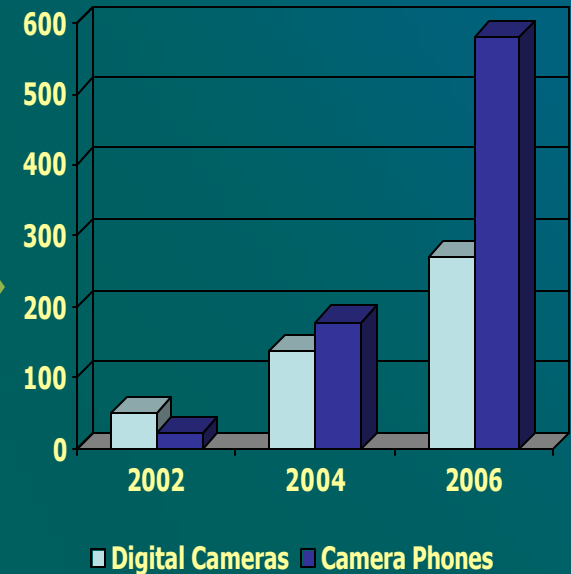
Keyboard allows
for metadata
entry

Phone to
web

Phone to
phone



Photo Sites & Blogs

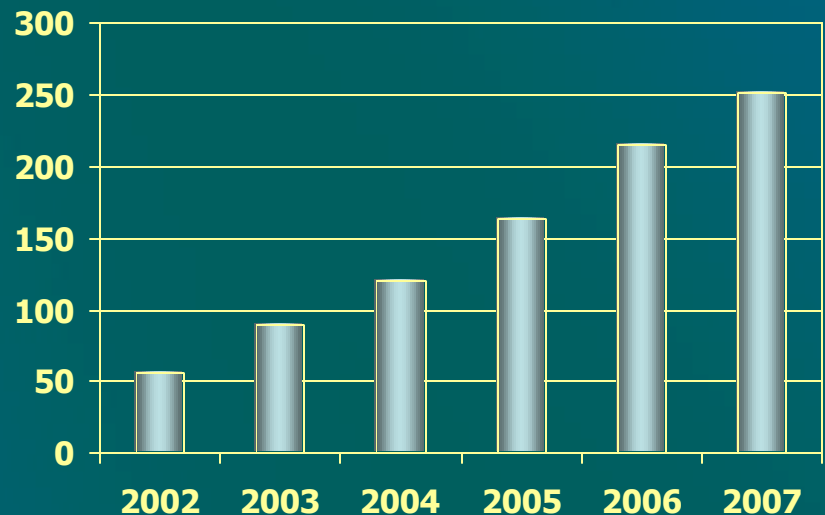


Source: Infotrends' 11/04 Worldwide
Consumer Digital Camera Forecast Summary

Immediate Capture, Catalog and Share

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)

Source: IDC, WW & US Compressed Audio Player Forecast & Analysis 2002-2007, May 2003

Personal Music in the Home



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**

Archived TV Content

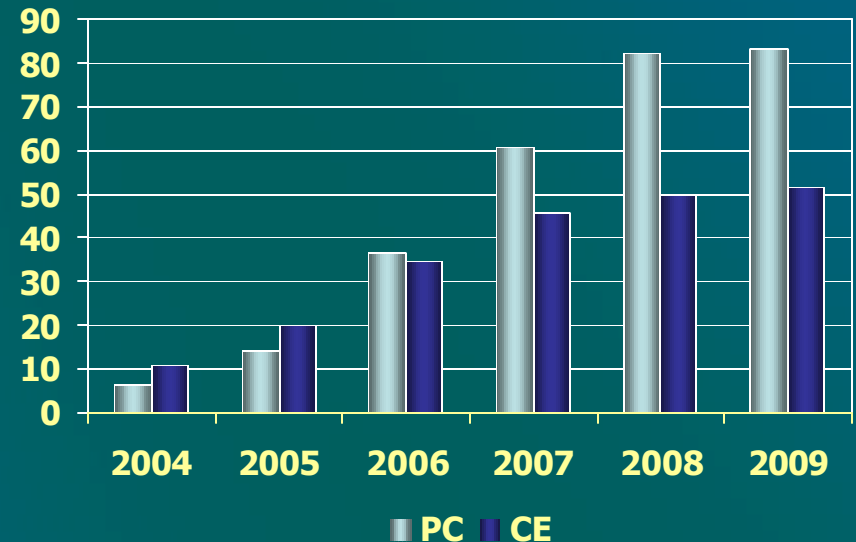


Customers will want easy access to their archived TV content

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**



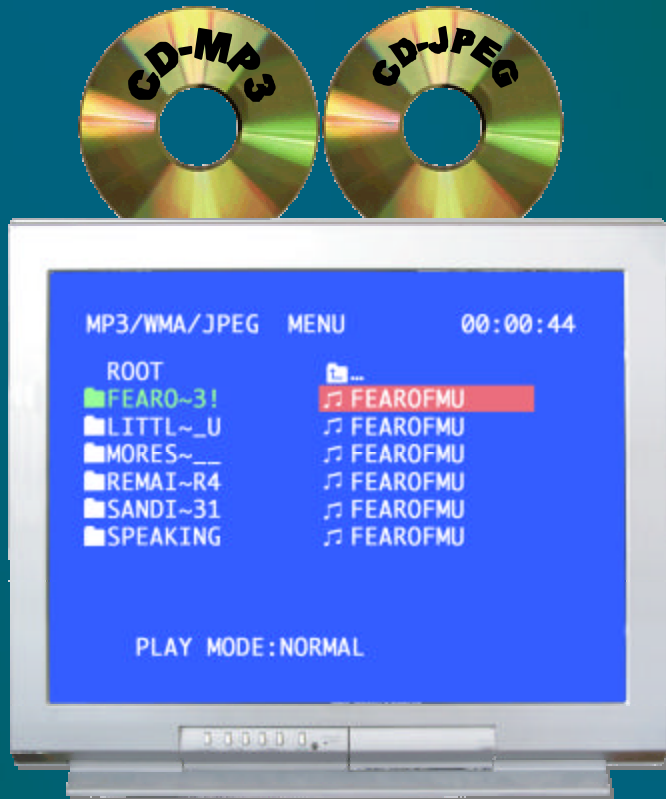
DVD Burner Shipments (MU)

Source: Santa Clara Consulting Group, Mar. 2005

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

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**

MPV Adopters and Supporters



Adopters



TV Guide On Screen



Supporters

Interoperability Licensing and Certification Program

- **MPV-IS is a self-testing, self-certifying program**
- ***ValidateMPV!*TM 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

<u>Sub-committee or WG</u>	<u>Leadership</u>	<u>Company</u>
MPV Committee Chair	Felix Nemirovsky	Chuba Consulting
MPV CORE Specifications	Pieter van Zee	HP
Camera WG	Kenji Ichimura	Olympus
Portable Storage WG	Po-Chieh Hung	Konica Minolta
Broadcast TV WG	Eric Shalkey	TV Guide On Screen
Interoperability WG	Youngyoon Kim	Samsung
Music WG	Raza Zaidi	Jadugar Consulting
Print WG	Fumio Nagasaka	Epson

MPV™ Advantages

Open

- **Developed in an open fashion by OSTA's participating members**

Extensible

- **Extensible to new technology areas**
 - **Portable storage and CE playlist profiles coming soon**

Royalty-Free

- **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**