



# MPV DATASHEET

## What is MPV?

MPV is an open, multiplatform, and free specification for playlists and asset management of digital music, photo, and video files.

## Why is MPV important?

Recordable CDs and DVDs can hold hundreds or thousands of pictures, video clips, audio clips, and music that are captured and assembled by consumers. Creation and use of these discs is accelerating as they become easy and inexpensive to make at home on PCs or with consumer electronics devices or to buy at retail, such as from photo centers.

Unlike conventional audio CDs and DVD-Video discs, these discs contain modern multimedia content formats like JPEG, MP3, and MPEG 1 and 2. Additional formats like AVI and MOV MJPEG, WMV, WMA, and ATRAC3 can be supported. While the content formats are defined, software and electronics devices like CD & DVD players and recorders have no standard way to discover, navigate, present, update, or use the contents of these discs. Consequently, the playback is often slow to start and has poor and inconsistent navigation and use of the content.

## MPV Provides Digital Multimedia Albums and Playlists!

MPV provides a standard and simple playlist control file format that enhances the consumer experience for multimedia collections, regardless of the PC or CE (Consumer Electronic) device being used. MPV supports key experiences like browsing, playing, and printing multimedia collections. It allows users to determine how to present the multimedia album, such as selected pictures with background music and transition effects. MPV manages thumbnail and screen resolution renditions of images to enable high-performance playback on low-end systems, but it also integrates the original, high-resolution data, allowing high-quality prints of available photo content via local printer or photofinishing services. MPV is an add-on file that works equally well with CDs, DVDs, flash memory cards, hard drives, and the internet.

## MPV Support in Products Example: DVD Players

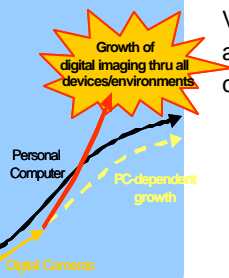


## MPV Benefits

- Standard format for user-created playlists of music, photos, and video.
- Allows player devices and software to start fast on disc or card insertion and offer easy navigation and rich playback of hundreds of items.
- Open, free, multiplatform.
- Any storage media – CD, DVD, flash memory card, harddisk, internet.
- Supports diverse types of devices, software products, services.
- Multiplatform software and firmware developer kit available at no cost with source code.

## Digital Imaging Benefits

- Slideshow playback with mixed stills and video and background soundtrack
- Preserves the original high-resolution data, enabling high-quality prints and new functionality.
- Accelerate DI adoption with non-PC solutions



## Who should implement MPV?

MPV is relevant and beneficial for any product or service that creates, stores, accesses and plays collections of music, photo, video data files:

- DVD player/recorder manufacturers
- DVD chipset manufacturers and embedded firmware developers
- Digital camera manufacturers
- DVD/CD creation/authoring/burning software application developers
- Digital imaging editing, enhancing software developers
- Retail and online photofinishers who provide archive CDs/DVDs of digital photos/videos
- Scanner manufacturers
- Operating system developers
- Gaming console manufacturers

## MPV Open Process

MPV is an open specification that has been adopted by OSTA — Optical Storage Technology Association. I3A — International Imaging Industry Association — has a liaison with OSTA for collaboration around MPV.

## FOR MORE INFORMATION...

Visit <http://www.osta.org/mpv> for information on the latest MPV news, announcements, specifications and open source SDK releases, or please contact:

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