MPV DATASHEET

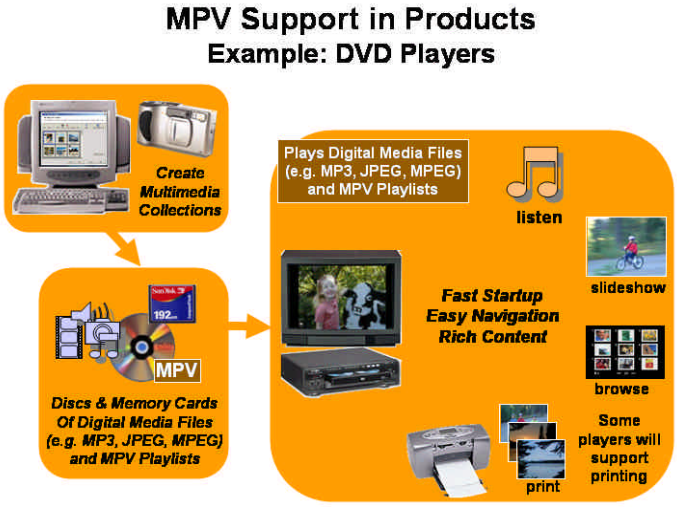
What is MPV?

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

MPV Provides Digital Multimedia Playlists and Albums!

MPV enhances the consumer experience for playback and interaction with multimedia collections. MPV supports key experiences like fast startup after disc or card insertion, browsing structured collections with metadata display, and printing of both image and video content. MPV supports rich playback experiences, such as mixed music audio & music video playlists, and photo slideshows with background music & transitions.

MPV manages thumbnail and screen resolution renditions of images to enable high-performance playback on low-end systems, and it also manages the original, high-resolution data, allowing high-quality prints of available photo content via local printer or photofinishing services. MPV works equally well with CDs, DVDs, flash memory cards, hard disks, in home networks and across the internet. MPV does not require any change to the organization of existing content.



MPV Is Needed, Practical to Implement

Consumers are assembling collections of hundreds or thousands of files of pictures, video clips, audio clips, and music. Use of these collections is accelerating as they become easy and inexpensive to make and play at home on PCs or with consumer electronics devices. The files can be in modern multimedia content formats like JPEG, MP3, and MPEG 1 and 2. Additional formats like AVI and MOV MJPEG, WMV, WMA, and ATRAC can be supported.

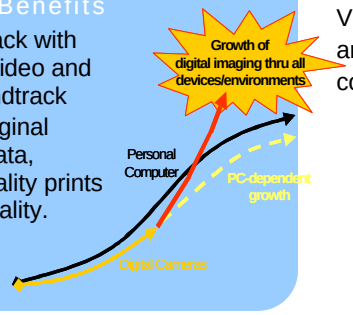
However, software applications and consumer electronics devices like CD and DVD players and recorders have no standard way to discover, navigate, present, update, or use the contents of portable storage media, like CDs, DVDs, and memory cards. Consequently, the playback is often slow to start and has poor and inconsistent navigation and use of the content. MPV support can be implemented in less than 100KB of object code, suitable for broad implementation in PC and CE products. A free, open source SDK is available.

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 transport – CD, DVD, flash memory card, harddisk, home network, internet.
- Supports diverse types of devices, software products, services.
- Multiplatform SDK 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
- Music player makers
- Home-networked device makers
- Embedded firmware developers
- PC software application for music, photos, video, CD/DVD burning
- Gaming console makers
- Retail and online photofinishers who provide CDs/DVDs of digital photos and videos
- Digital camera manufacturers
- Scanner manufacturers
- PVR and media server makers
- Operating system developers

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. MPV 1.0 was released in November, 2002, and work on extensions is on-going.

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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OSTA.org
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