High Definition era and Optical Disc

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Today’s Agenda

- CEATEC2006 Overview
- High Definition (HD) World
- High Definition Video Recorder
- Optical Storage Market (Hardware)
CEATEC2006 1) TV

Wide Television → “Full High Vision”

SED  Toshiba & Canon Booth

JVC 110inch Projection TV

Hitachi Plasma TV Woo

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CEATEC2006 2) HD DVD & Blu-ray Disc

HD DVD VS Blue-ray Disc
CEATEC2006 3) HD DVD Camp

In stores Now!

Xbox360 with HD DVD

HD DVD Movie Contents

Toshiba HD DVD drives Full lineup

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CEATEC2006 4) Blu-ray Disc(BD) Camp

Blu-ray Disc Assisiation(BDA) members

Sony PS3
CEATEC2006 5) Digital Video Camcorder

Panasonic AVCHD SD Card DVC

Sony AVCHD DVD DVC play back demonstration by PS3

JVC HDD HD DVC

Hitachi HD DVC Mock

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CEATEC2006 6) Unique Technologies

Maxell Holographic Memory

Maxell SVOD

TDK 6 Layer 200GB BD Disc
CEATEC2006  7) Others

Murata Robot Seisaku-kun

Pioneer Car Robot Entertainment
High Definition (HD) World

Television
- HD: 14.7%
- SD: 35.5%
- total: 85.3%

DVD Recorder
- HD: 11.1%
- SD: 42.3%
- total: 57.7%

DVC
- HD: 3.2%
- SD: 81.8%
- total: 96.8%

Source: BOC

In: Japan
Out: W.W.
High Definition Video Recorder

- High Definition Recorder means HDD Recorder not DVD Recorder.
- HDD can record High Definition Broadcast at least 120min but not DVD (4.7GB) disc.
- It is a controversial product.
- Using AVCHD or HD DVD9 high codec & DVD DL (8.5GB) disc can record 120min High Definition movie and might be reasonable solution without Blue Laser technology.
Optical Storage Market (Hardware)

Decrease around 2% each year by year 2010
Optical Storage Market by Format & A/P

By Disc Format

By Application

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The conditions to get Blue Laser Optical Storage prevalent

- To steady supply of Blue Laser Diode
- To develop Application
- To consider business model of return of investment
- To maintain the R&D environment of hardware
- To maintain the contents production environment
- To establish Media mass production technique