Digital Living Network Alliance

Presented by Michael Stelts
DLNA Industry Liaison Chairman
Today’s Market
# Infinite Media Format Possibilities

<table>
<thead>
<tr>
<th>Imaging</th>
<th>Audio</th>
<th>Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMP</td>
<td>PCT</td>
<td>ASF</td>
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<td>CLP</td>
<td>PCX</td>
<td>AVI</td>
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<td>PNG</td>
<td>MPEG-1</td>
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<td>MPEG-2</td>
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<td>FPX</td>
<td>PSD</td>
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<td>PSP</td>
<td>DivX</td>
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<td>RAW</td>
<td>QuickTime</td>
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<td>RLE</td>
<td>DV</td>
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<td>TIFF</td>
<td>FLV</td>
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<td>WPG</td>
<td>UI5</td>
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<td>MSP</td>
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<td>WMV</td>
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- BMP, CLP, DCX, DIB, FPX, GIF, IMG, JIF, JPEG, MAC, MSP
- PCT, PCX, PNG, PPM, PSD, PSP, RAW, RLE, TIFF, WPG

- a2b, AAC, AC-3, ADPCM, AIFF, ATRAC3+, AU, CDDA, DPCM, EPAC, MP3
- MP4, MPEG Audio, PCM, QuickTime, RealAudio, TAC, TwinVQ (VQF), u-law, Compression, WAV, WMA
- MP3, WMA

- ASP, AVI, MPEG-1
- ASF, AVI, MPEG-2
- ASF, AVI, MPEG-4
- ASF, AVI
- FLV, UI5
- FLV, FLX
- WMV

OSS Seminar, October 2004
Growing product diversity...

Each island offers numerous services and devices for delivering more and more content.
...and this diversity will accelerate

Source: Market Intelligence Center, a Taipei-based ICT industry research and advisory firm, 2004
The DLNA Approach

› Provide a common baseline of media formats
› Deliver design guidelines based on open standards
› Accelerate market acceptance with compliance and verification tests
An Brief Overview of DLNA
Our Founding
Established in June 2003 by 17 companies

Our Goal
Cross-industry convergence using a network based on open and established industry standards

Our Activities
› Design guidelines for interoperable products
› Develop liaisons with other industry fora
› Implement compliance testing
› Institute consumer-focused logo program
Worldwide Participation – 181 Members

- CANADA
- CHINA
- FINLAND
- FRANCE
- GERMANY
- JAPAN
- KOREA
- TAIWAN
- SINGAPORE
- SPAIN
- SWITZERLAND
- THE NETHERLANDS
- UNITED KINGDOM
- UNITED STATES
DLNA Interest Has No Boundaries

Multi-national

- North America: 47%
- APAC: 40%
- EMEA: 12%
- Other: 1%

Multi-industry

- CE: 22%
- Components: 33%
- Mobile: 3%
- Network: 13%
- PC: 9%
- R & D: 5%
- Semiconductor: 10%
- Telecommunications: 4%

As of September 2004
After one year, solid results

June 2004  Interoperability Guidelines v1.0 published
October 2004  Significant product demo at CEATEC

Parallel development paths with strong participation

v1.1
Combines home, mobile, and handheld products into one network

V2.0
New use case development and technology studies under way
Today’s DLNA Interoperability Infrastructure

- **Required Media Formats**: JPEG, LPCM, MPEG2
- **Device Discovery, Control and Media Management**: UPnP AV 1.0, UPnP Device Architecture 1.0
- **Media Transport**: HTTP 1.0/1.1
- **Network Stack**: I Pv4 Protocol Suite
- **Network Connectivity**: Wired: 802.3i, 802.3u, Wireless: 802.11a/b/g
Scenario: Access Camera, PCs, and VCR from TV easily
Scenario: Access Camera, PCs, and DVD from TV easily