

# **OSTA MPV Initiative**

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# MPV (MusicPhotoVideo™)

## Interoperability Specification for Multi-Media File Collections

# *The Big Problem:*

**Today, there is no universal way to organize, exchange and play sets of photos, videos and audio files**

# The *Growing* Problem:

Consumers expect their personal media collections to be usable anywhere. Some reasons why:

DVD's (video, photos, etc.)

iTunes, iPod (audio, photos, video)

Flickr (photo sharing)

YouTube, (video sharing)

etc.

# *The MPV Concept:*

**Enjoy the use of collections of  
music, photo and video files  
as the author intended...  
*anywhere!***

# ***MPV Initiative Goal***

## **Broad Market Adoption through:**

- **Specification & Profiles**
- **Licensing & Certification program**
- **Development and Validation Tools**
- **Collaboration with Industry and standards organizations**

# ***MPV Specification:***

**MPV is an open, multi-platform, royalty free specification based on XML .**

**It provides a standardized method for presenting and exchanging collections of multi-media files**

# ***MPV Specification:***

## **Improves on Current Practices**

**Standardizes meta-data location and descriptions**

**Better File and Collection naming**

**Preserves Play List order & related effects**

**Etc.**



# ***MPV Specifications:***

- **Core MPV Specification**
- **“Use specific” Profiles**
- **MPV Interoperability Sec (“IS”)**
  - **self certification process**
  - **Validation tool**
  - **Logo license**

# *Opportunities for MPV Use:*

- Photo
  - Capture - Digital Still Camera
  - Management – PC disc burning software
  - Playback – DVD Player
  - Retail – Disc burning retail systems
- Music:
  - Audio books
  - Music videos
- Video:
  - DVD Camcorder home movies

# *More Opportunities for MPV:*

- Broadcast TV
  - PVR/DVD Player combo
  - PVP
- Mobile Phones
  - Handsets
  - -Smart phone software
- Portable Storage
  - Digital Photo Wallet
  - Personal media players
- Printing
- Web services

# ***MPV Advantages***

- **Open**
- **Extensible**
- **Royalty Free**

***Can be incorporated in industry specific standards***

# ***MPV Licensing Program***

- **MPV Interoperability Spec License**
  - **Self-certification**
  - **Validation tool available**
  - **Sample Code available**
  - **Compliance & attribution**
- **MPV Core Specification: “open spec”**

# ***MPV Tools & Support***

- **MPV White Paper**
- **Validation tool: ValidateMPV!™**
- **Sample code**
- **Third Party support**

# ***Industry Collaboration***

## **Industry Groups:**

**CEA WG Audio books**

**CIPA**

**MIPC**

**UPnP**

**Everplay (PASS**

**Etc.**

# Industry Collaboration

## Everplay Initiative:

- **Fuji Film, Konica-Minolta, Kodak**
- **Uses MPV**
- **Uses UDF**
- **Additional Requirements**
- **Interoperability for specific use**
- **Compatibility with MPV**



# *Summary:*

- **MPV provides a universal way to manage organized collections of music, photos and video f**
- **MPV Licensing Program is Published**
- **MPV is open, extensible and royalty free**
- **MPV is being adopted for use as a component of industry specific standards**
- **OSTA is promoting collaboration for common benefit**

# *Solving a Big Problem*

Multi-Industry Collaboration is needed

Consumers will reward suppliers who  
who help them better use their  
personal multi-media collections

# ***OSTA Initiatives***

## **MPV and UDF:**

**Provide a platform for industry and standards organizations to build on to achieve multi-media play list interchange between different product categories for use of in the home, on the web and when traveling**

***For More Information***

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