

High Definition era and Optical Disc

Oct.5,2006 @ OSS at Akihabara

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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

CEATEC2006 2) HD DVD & Blu-ray Disc

HD DVD



VS

Blue-ray Disc



CEATEC2006 3) HD DVD Camp



HD DVD Movie Contents



Xbox360 with HD DVD



Toshiba HD DVD drives Full lineup

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



JVC HDD HD DVC



Sony AVCHD DVD DVC play
back demonstration by PS3



Hitachi HD DVC Mock

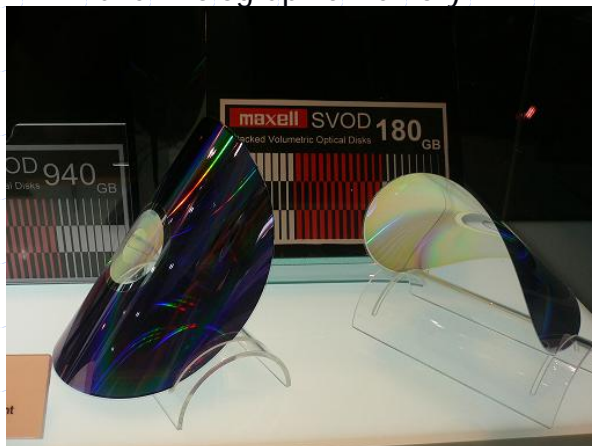
CEATEC2006 6)Unique Technologies



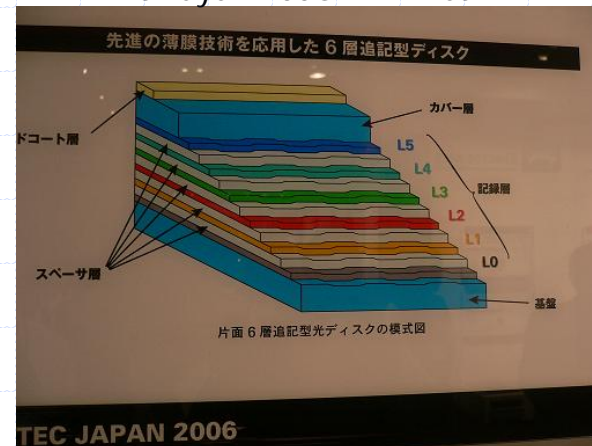
Maxell Holographic Memory



TDK 6 Layer 200GB BD Disc



Maxell SVOD



CEATEC2006 7) Others

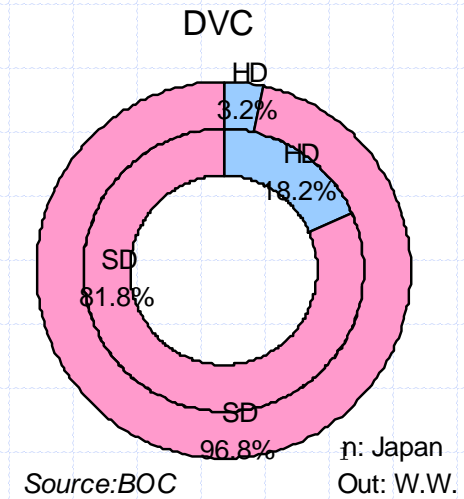
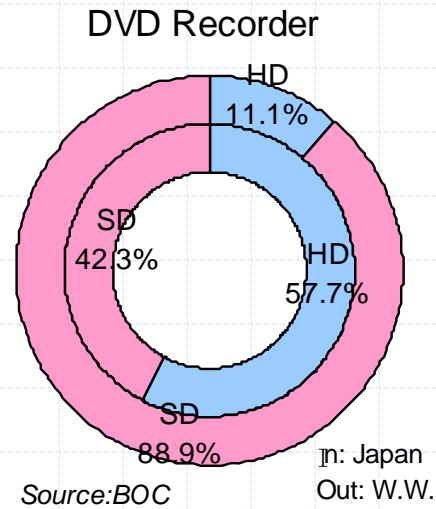
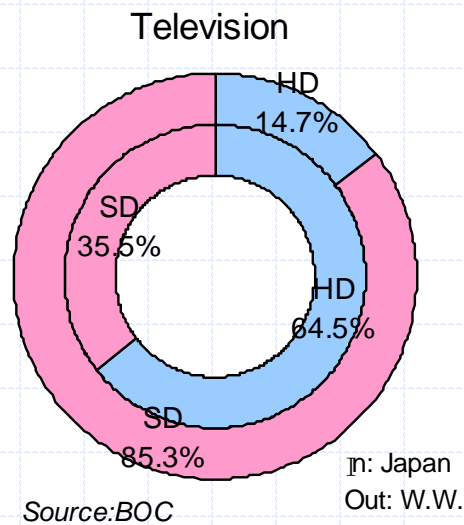


Murata Robot Seisaku-kun



Pioneer Car Robot Entertainment

High Definition(HD) World



High Definition Video Recorder

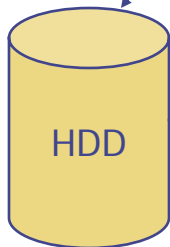
Digital High Definition broadcast



HDD & DVD High Definition Video Recorder



High Definition
Recording



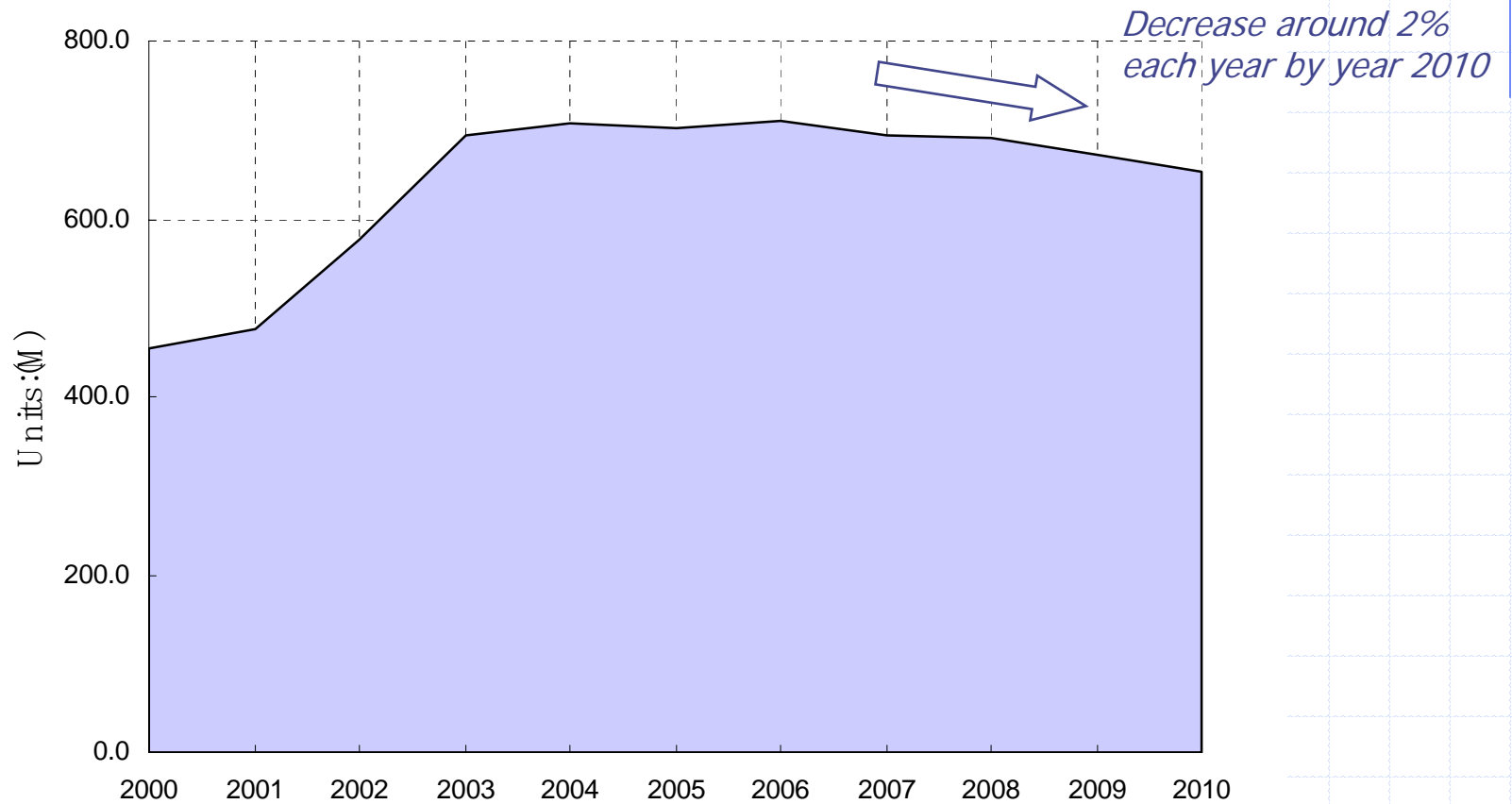
Standard
Definition
Recording



Standard
Definition
Recording

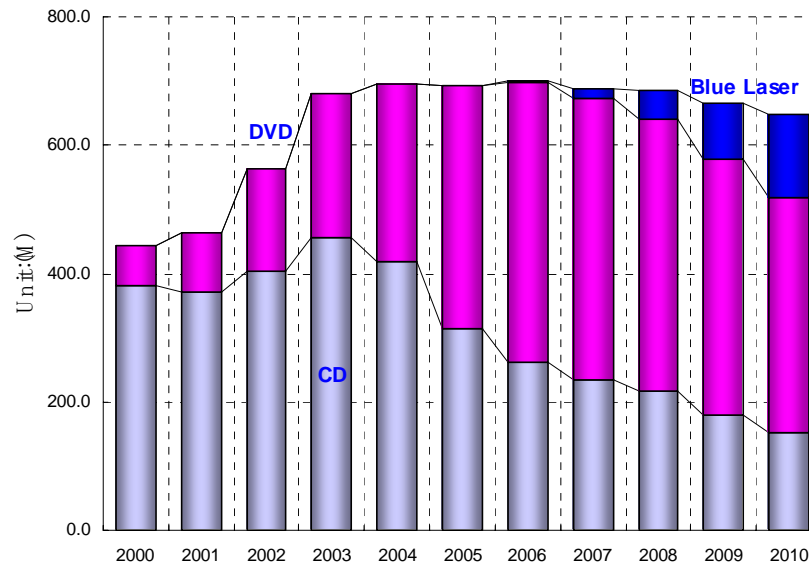
- ◆ High Definition Recorder means HDD Recorder not DVD Recorder.
- ◆ HDD can record High Definition Broadcast at least 120min but not DVD(4.7GB) disc.
- ◆ It is a controversial product.
- ◆ Using AVCHD or HD DVD9 high codec & DVD DL(8.5GB) disc can record 120min High Definition movie and might be reasonable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

Optical Storage Market (Hardware)

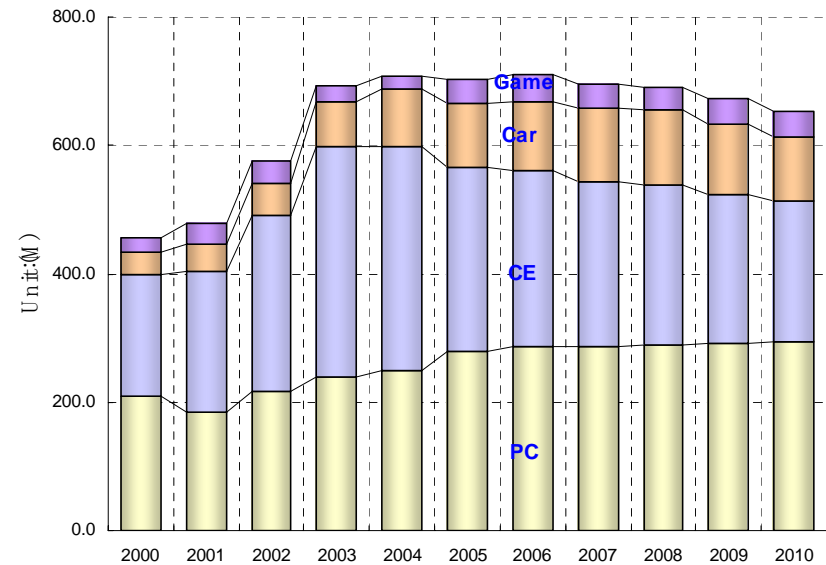


Optical Storage Market by Format & A/P

By Disc Format



By Application



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