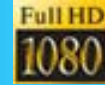


Expanding Home Network and Future Storage

**Sony Corporation
TV and Video Business Group
Technological Strategy Department**

Charlie Mitsuhashi

Manage Unlimited HD Contents



TV as Center of Living Room Entertainment

TV; connected to many devices in the home

DVD player



Cable STB



DVD changer



Satellite Tuner



Blu-ray player



PC



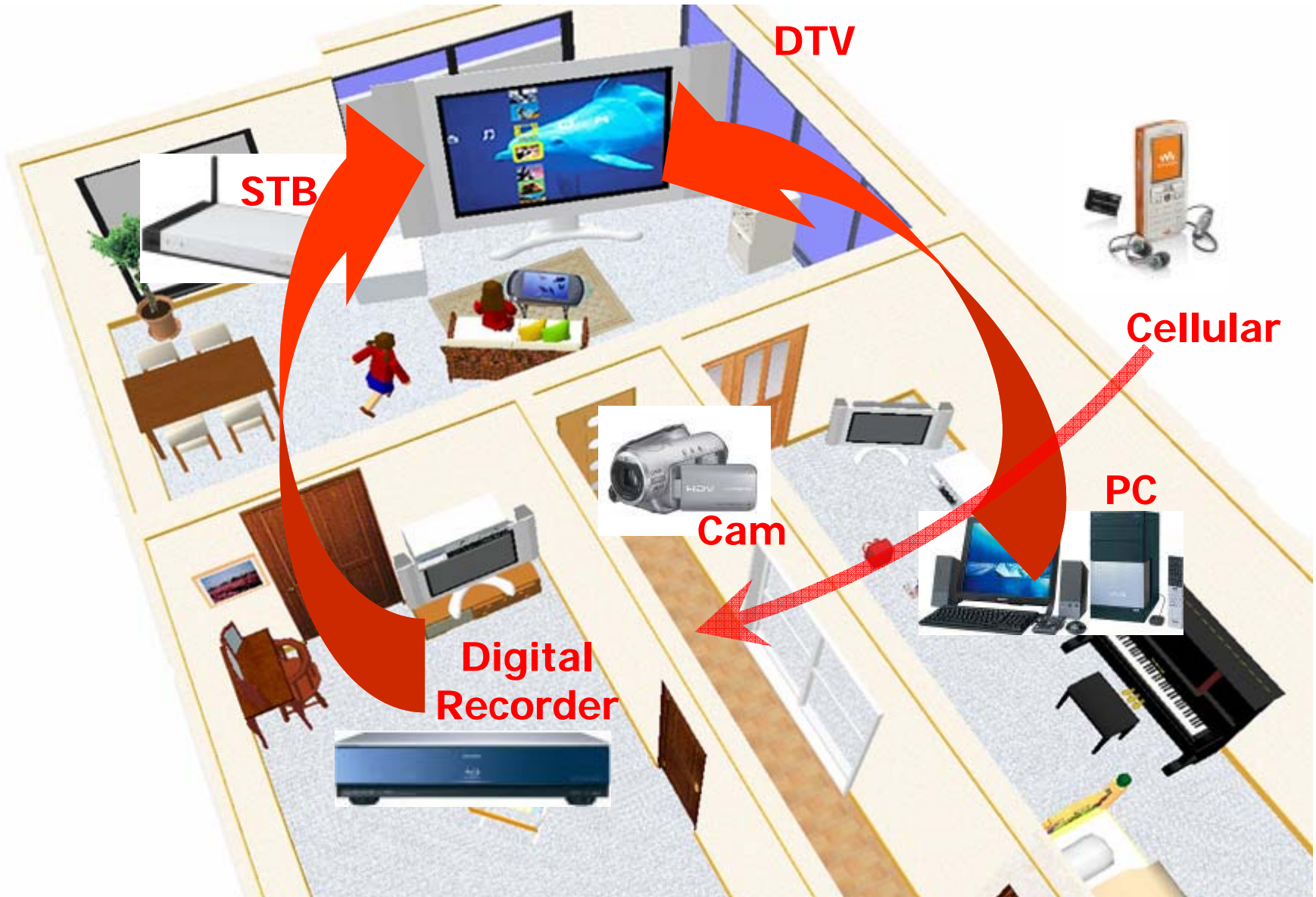
Large pict's DSC



HD Cam

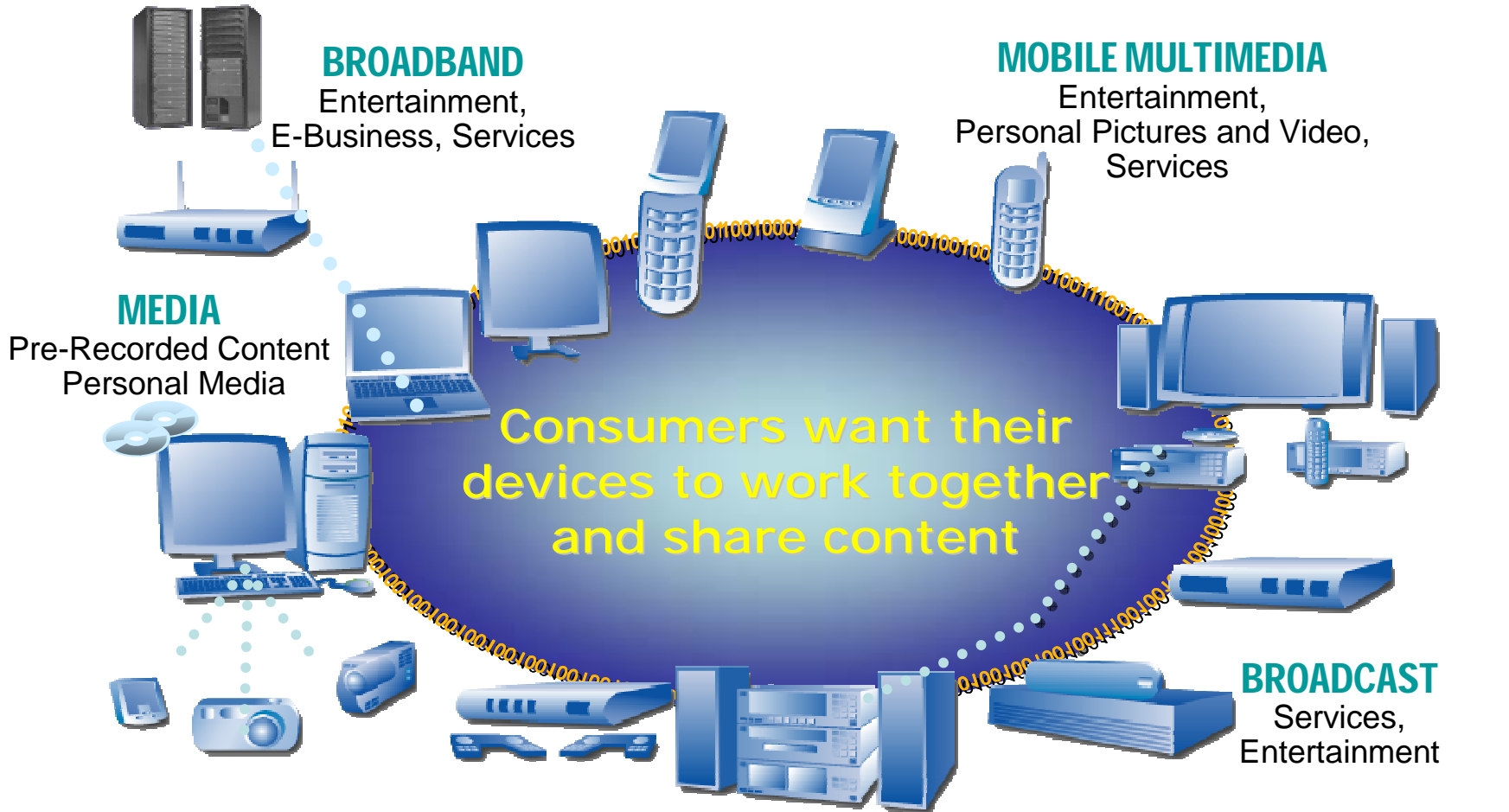


Digital Home requires "More Connectivity"



DLNA

■ Utilize DLNA as A Tool at Home



DLNA (Digital Living Network Alliance)

Home Network Function

05

2Box Pull

06

2Box Pull

07

2Box Pull

Pull from Portable

Copy/Move/Sync

Copy to another HDD

STB Streaming

Secure Streaming

Multi Cast

08

2Box Pull

Pull from Portable

Copy/Move/Sync

Copy to another HDD

STB Streaming

Secure Streaming

Mulch Cast

3Box

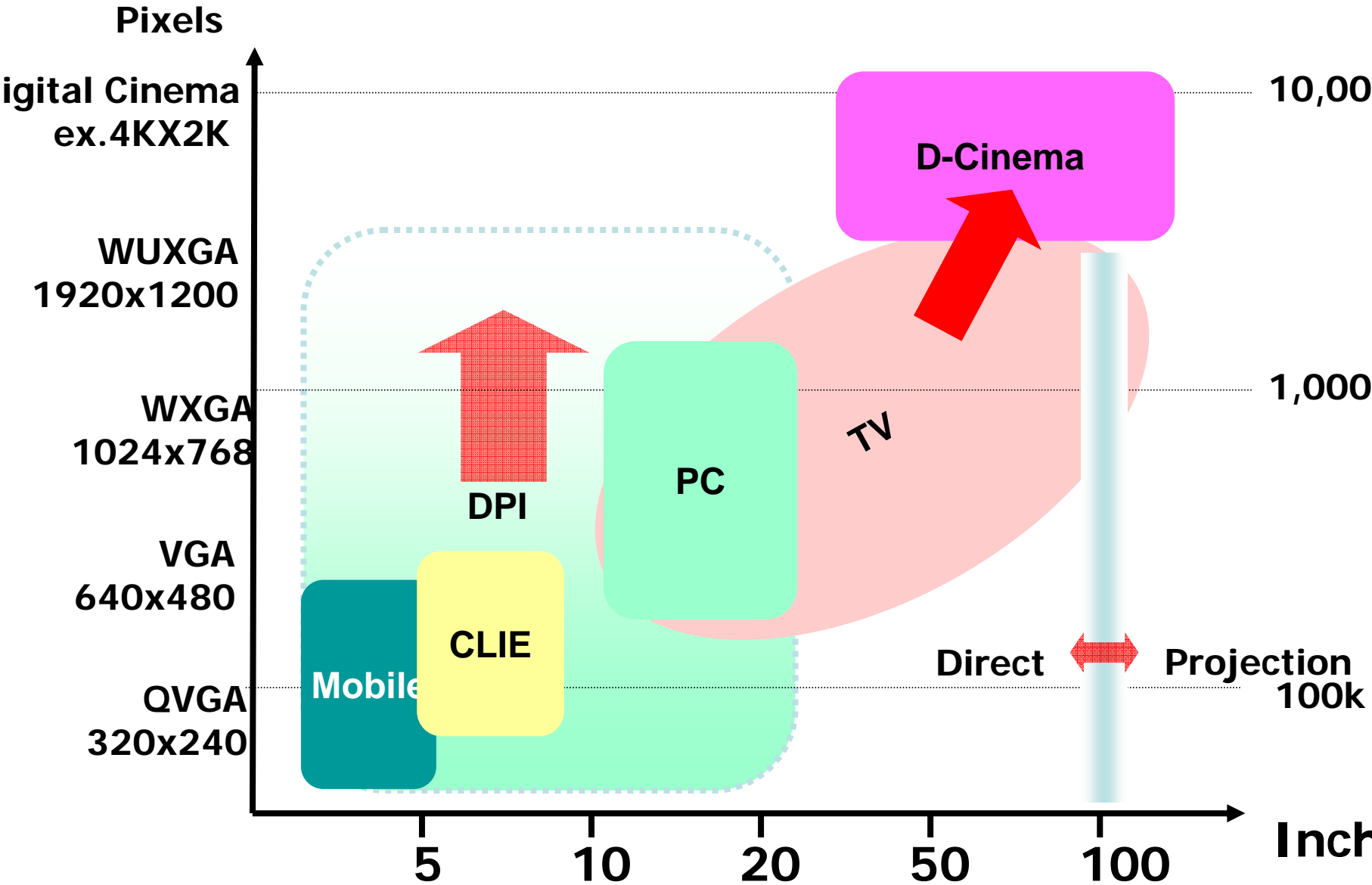
Cellular Phone

Enjoy contents stored
in Server from Client

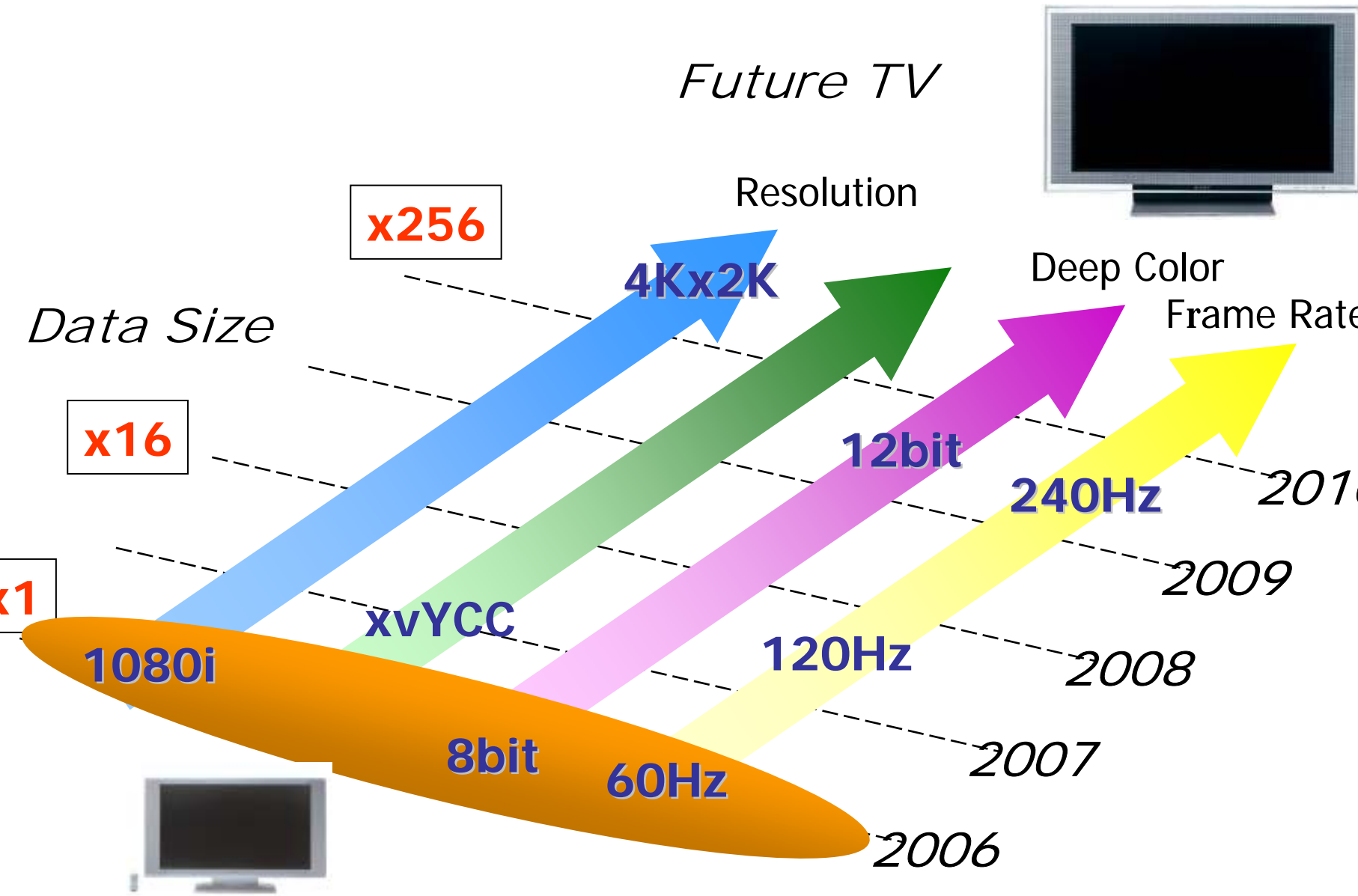
Expansion to Portable
Copy & Move



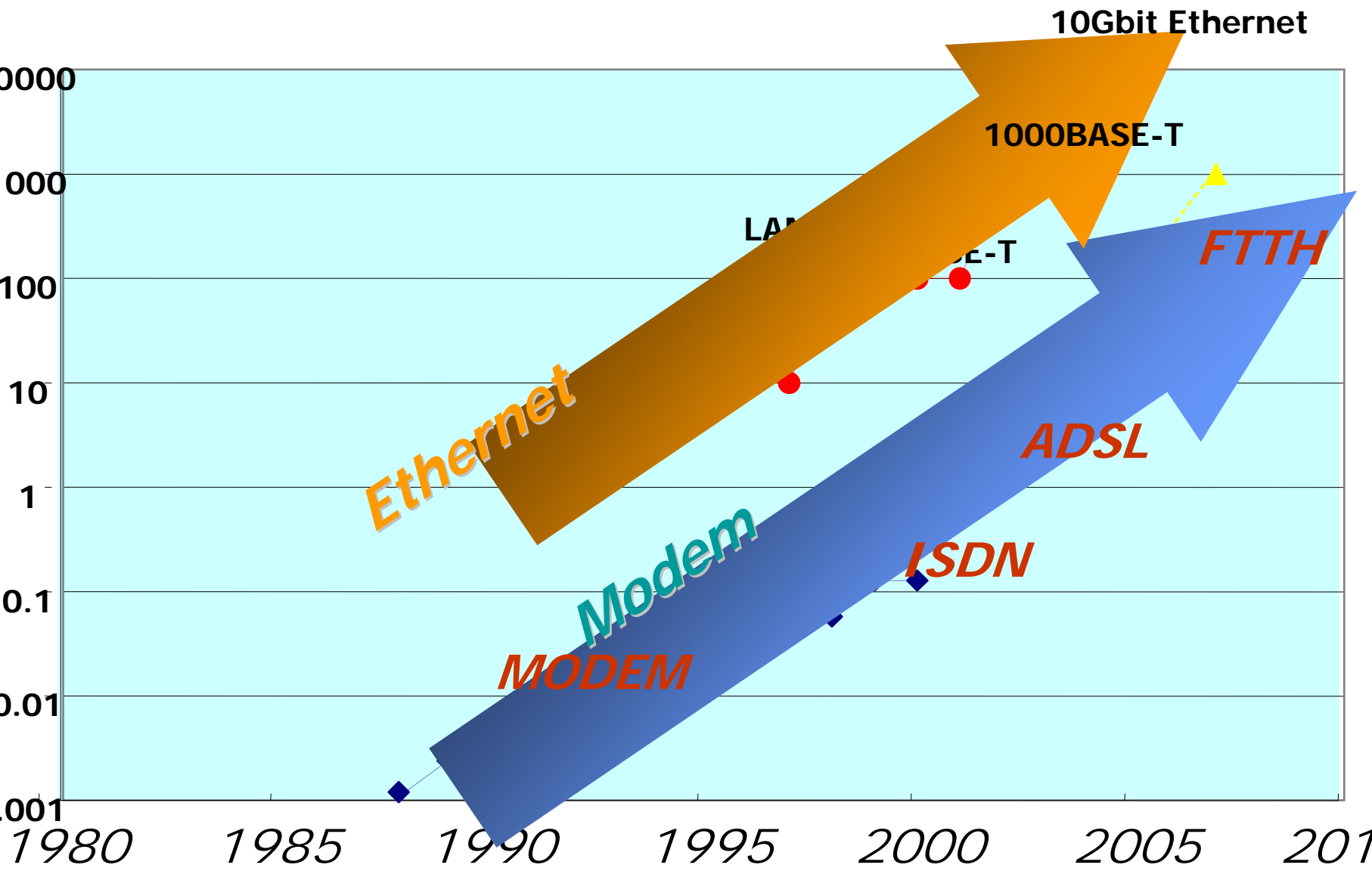
Display Devices and Pixels



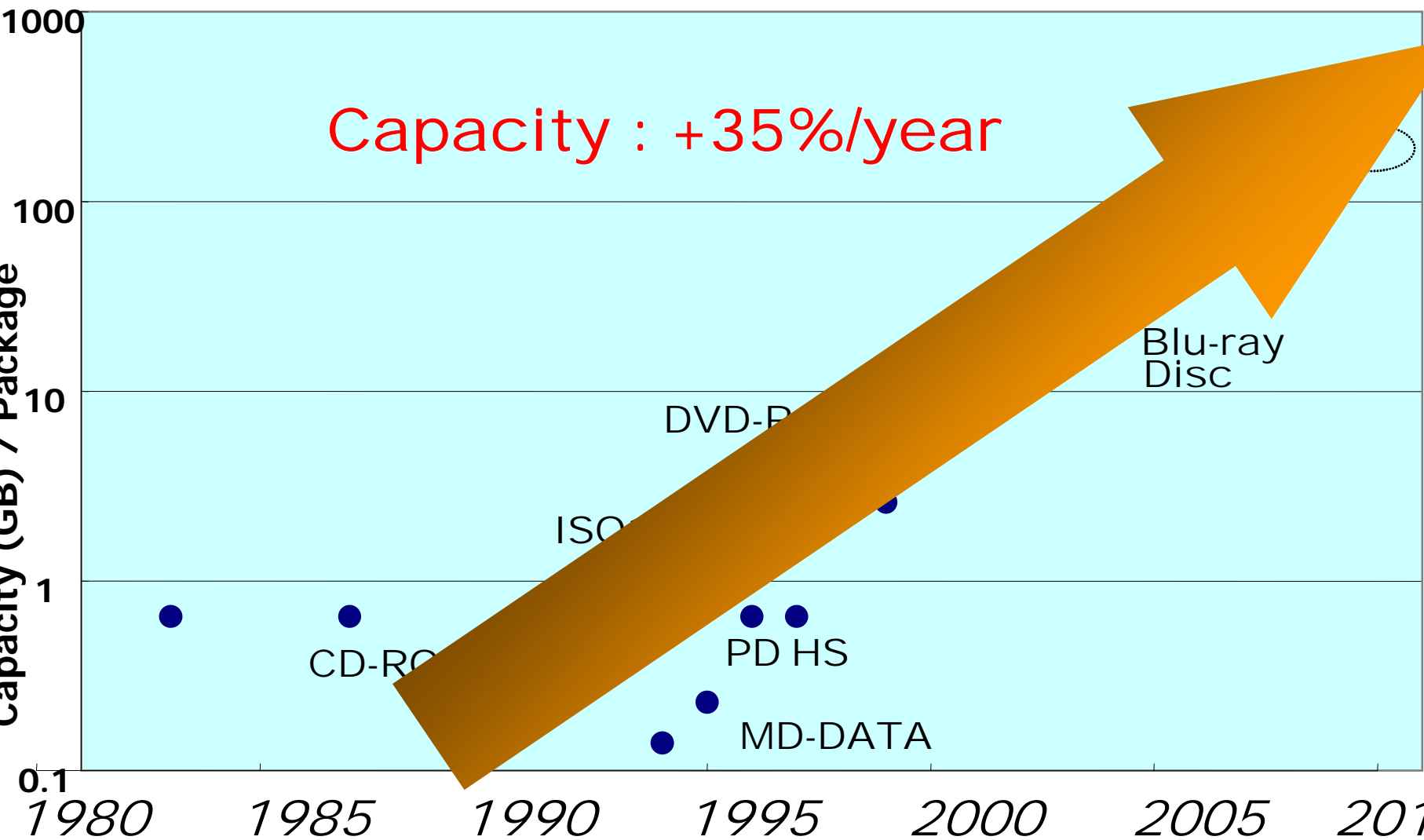
TV Evolution requires "More Pixels"



Network Speed vs. Year



Capacity Trend of Optical Disc



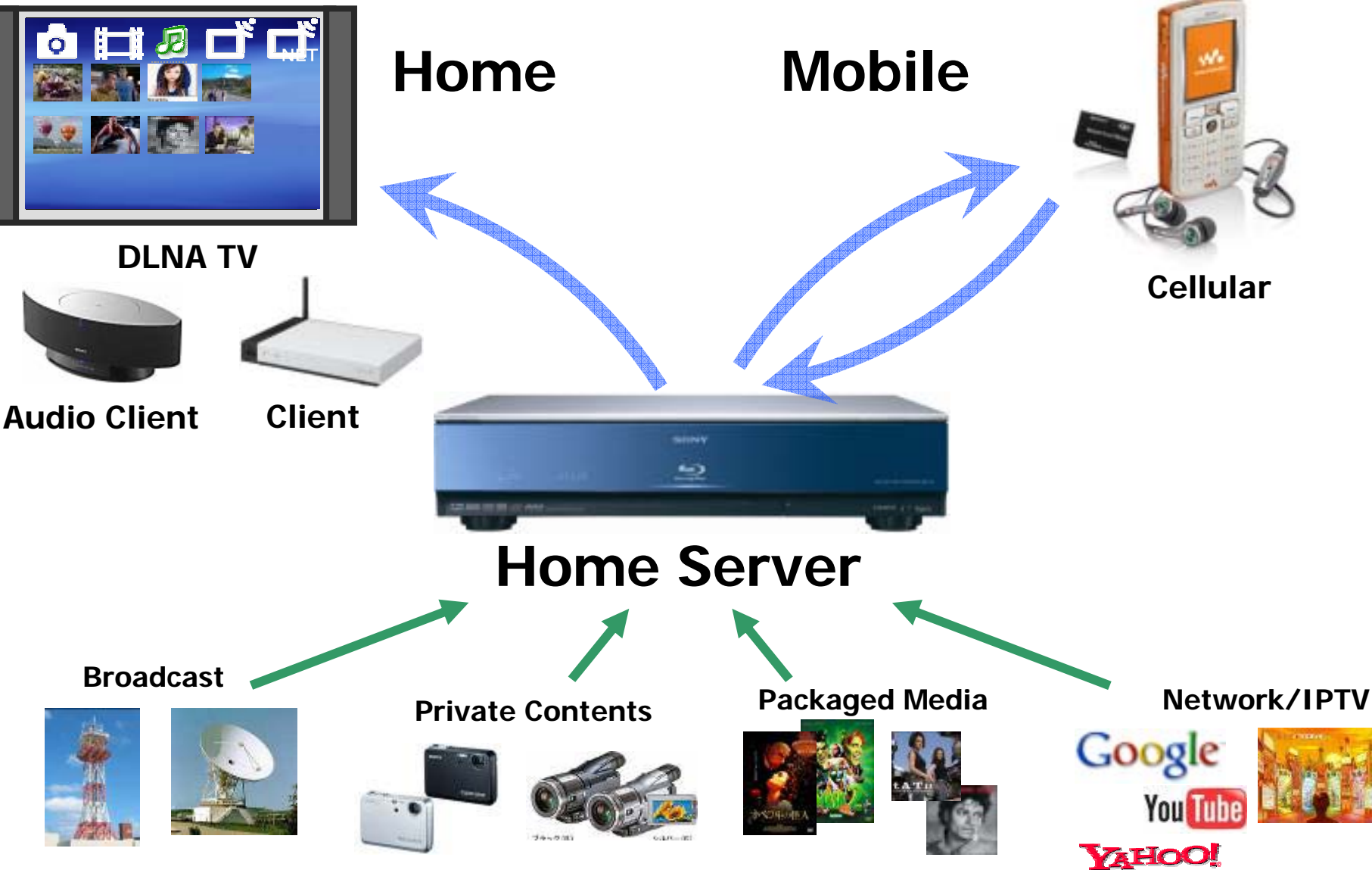
Summary

- Analogue Era; Playing on standalone Product
- Digital Era; Contents Management is Important
 - For more connectivity among Products by Home Networking
- More contents from/in the Network
 - External Networks 10X every 3.5 years
 - Ethernet (IP networking) 10X every 4 years
- Contents sizes;

■ Audio	64KbpsX3Min	1.5MB
■ Video (SD)	4MbpsX2Hrs.	3.6GB
■ Video (HD)	19MbpsX2Hrs.	17GB
■ Deep Color 120Hz (xHD)	X2Hrs.	51GB
■ Video (Beyond HD> D-Cinema)	300MbpsX2Hrs.	270GB

- More Resolution, More Capacity

Digital Home requires "MORE STORAGE"



Thank you