

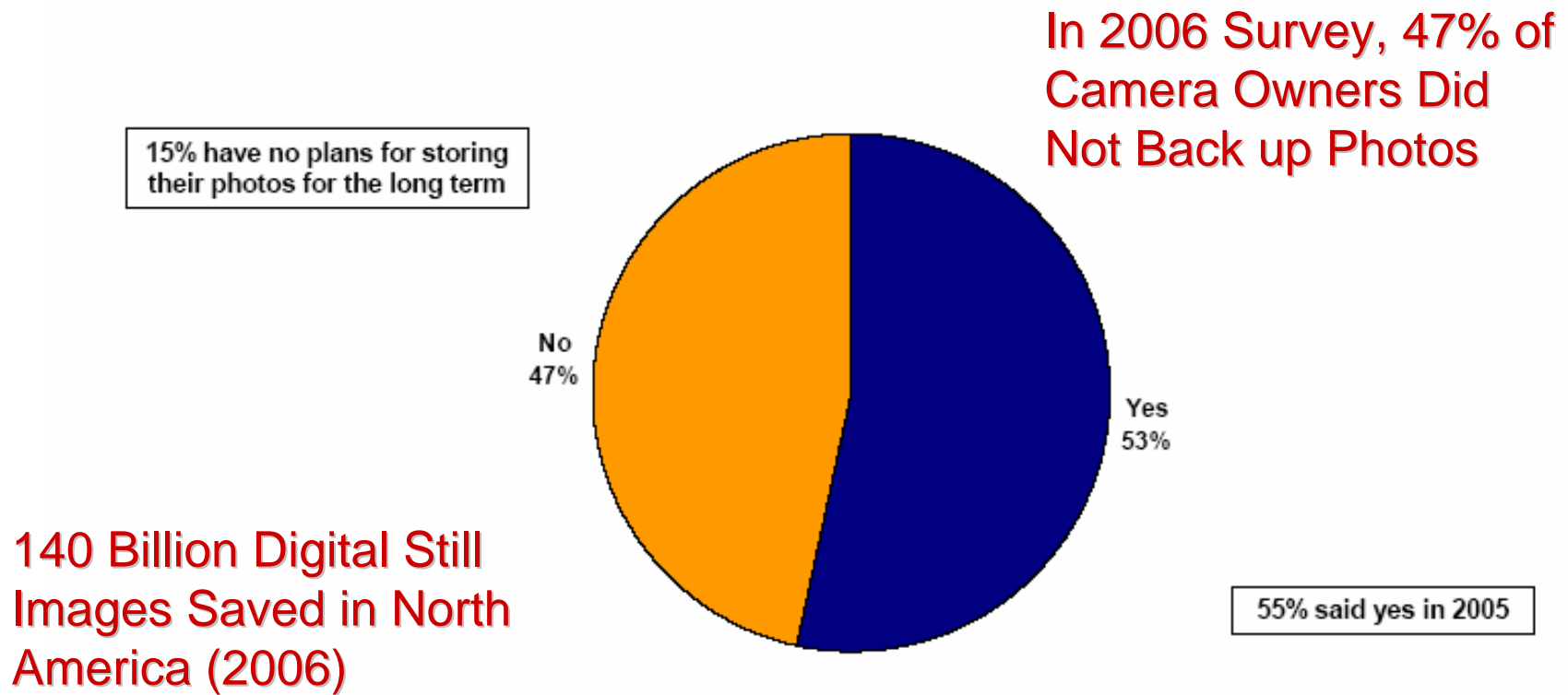


# Mountains of Memories

- Consumer Trends
- Market Observations
- Why Optical
- How to Get Consumers to Move
- Meeting the Requirements

# ▶ Relevant Trends - Back Up

Figure 4: Have you created a backup system for your photos?



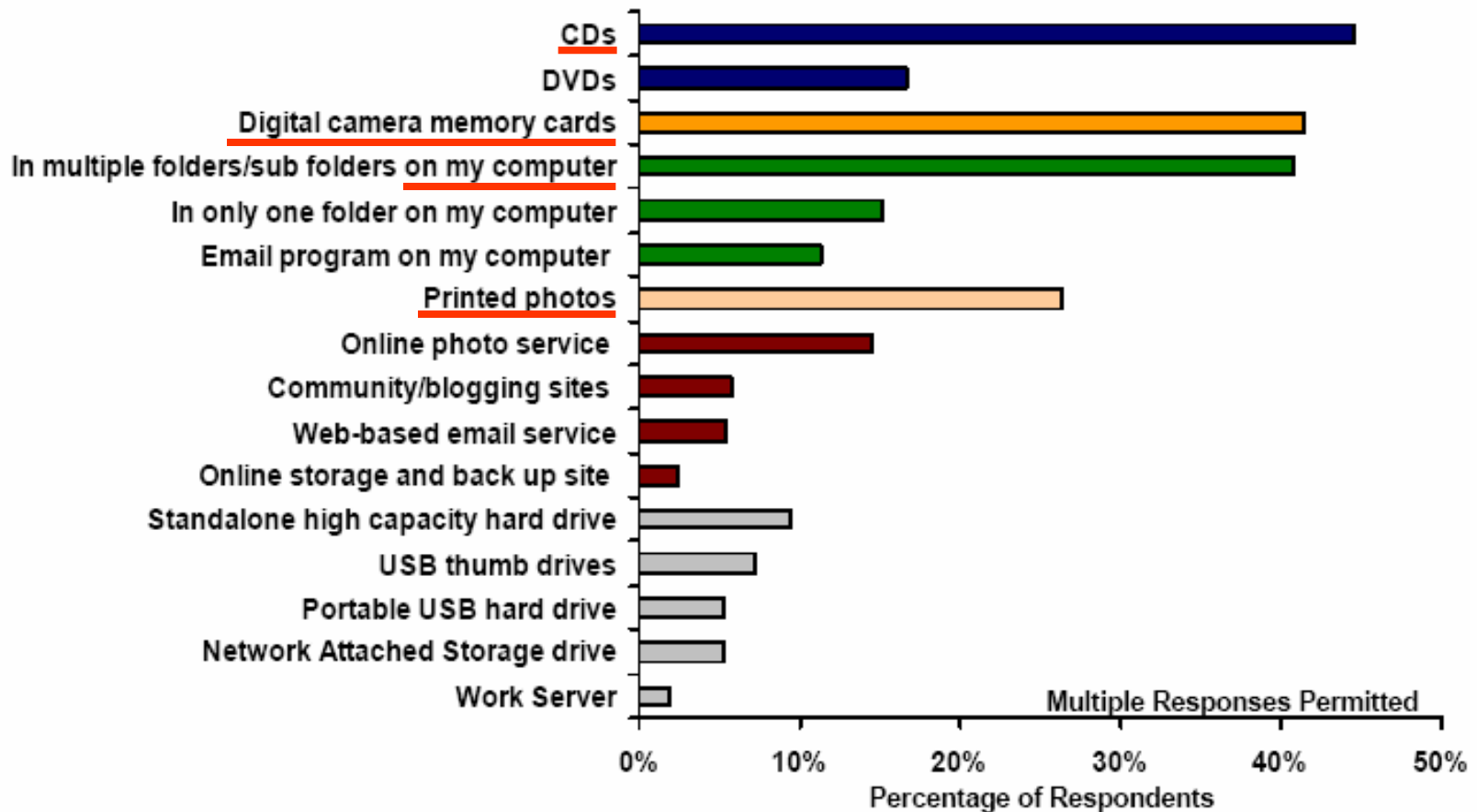
N = 698 Digital camera owners who store digital photos

Source: 2006 InfoTrends U.S. DSC End User Survey



# ▶ Relevant Trends - Storage

Figure 6: How are you currently storing your digital photos?

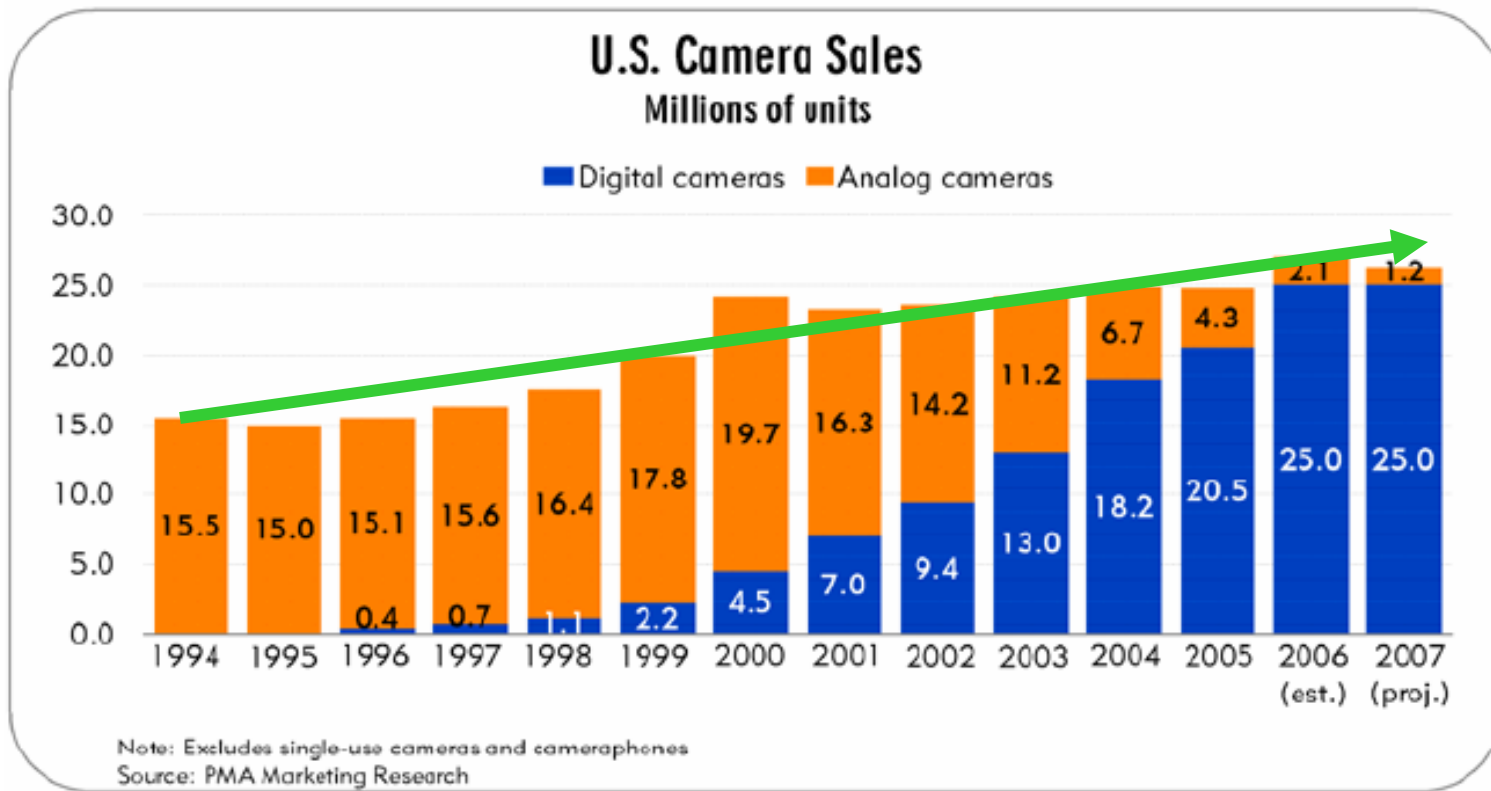


N = 726 Digital camera owners who use their digital camera

Source: 2006 InfoTrends U.S. DSC End User Survey

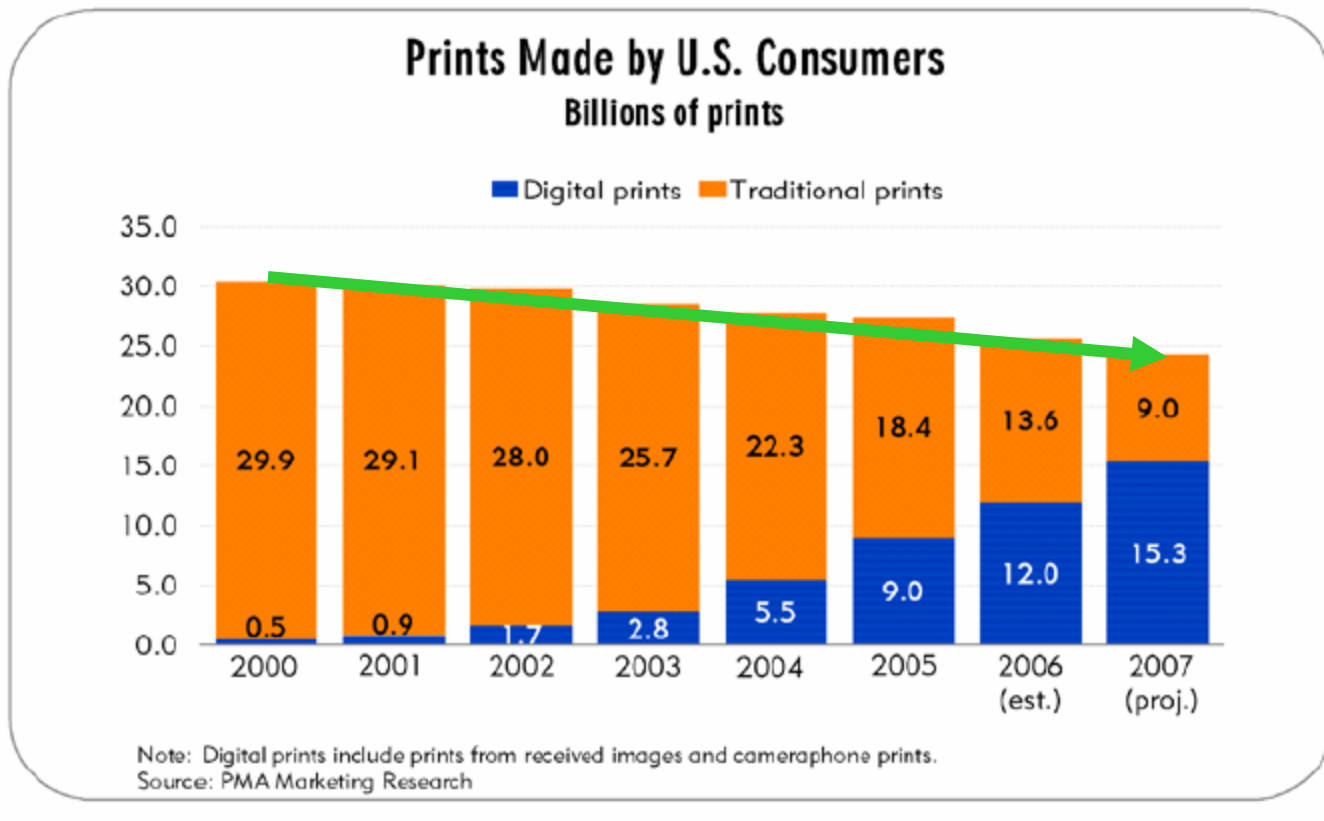
# ▶ Relevant Trends...

## Camera Sales Trending Up



# ▶ Relevant Trends...

## Print Volume is Declining



# ▶ Digital Era Means...

## New Ways to View and Share Photos

PC



TV



Phone



Camera



# ▶ Why Optical ?

Digital  
Capture  
Devices



Memories

TV



PC



- Versatile playback
- Accepted archive media
- Very inexpensive storage



# ▶ YesVideo Optical Solution



# ▶ Motivating Consumers

- “Archive” as the value proposition did not motivate consumers
- “Watch your photos on TV” as the headline did generate traction
- Consumers over-shoot the moment and are inherently unorganized
- Video is being captured on cameras and a TV viewing solution is expected

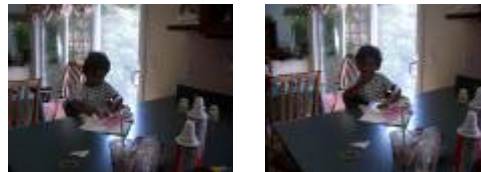
# ▶ Index and Archive

- Photos and video on DVD (*native format*)
- Images indexed and organized

Chapter 1



Chapter 2



Chapter 3



Chapter 4





# ▶ Search and View

- DVD case is the content guide
- TV menus take you there
- MPEG movie of photos and video





# ▶ Edit and Share

- Embedded PC editing software on DVD
- Click, drag, add music, and share



# ▶ Bright Future on Optical!



- High Definition Revolution  
(640x480 to 1920x1080)
- 4:3 Aspect Moving to 16:9
- Broadcast Moving to HD
- Photo Content Already HD
- HD Video Cameras < \$300
- Solutions Available to Author  
for HD-DVD and Blue-ray