

OSTA ODAT Committee

(Optical Disk Archive Test)

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Panasonic
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Optical Storage Symposium

Primary Assumptions

Optical media estimated “archival life” will play an increasingly important role in the future of optical media.

Unique properties of optical media (archival, long term durability) compared to ALL other media types

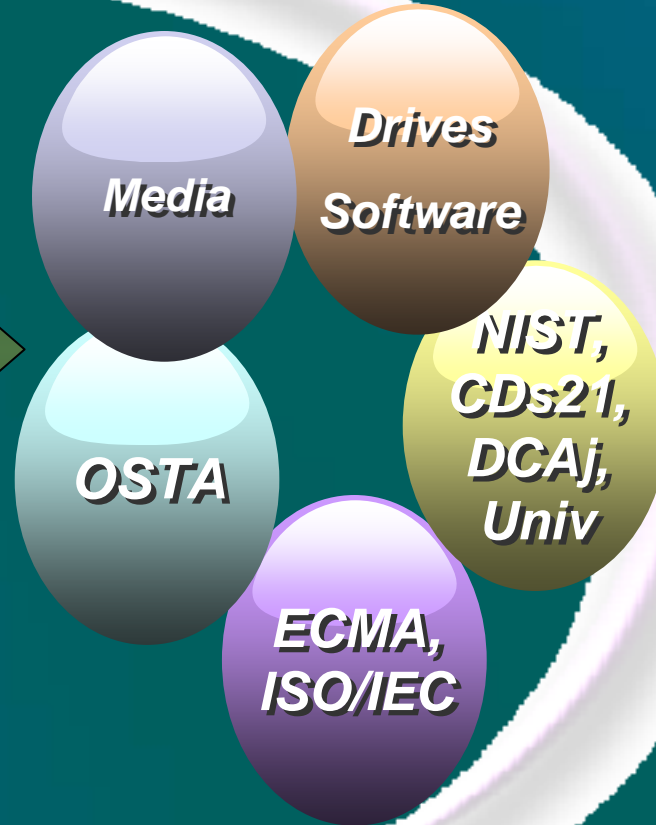
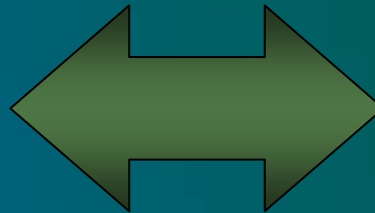
Alliance Partners

Optical Technology Suppliers/Standards Bodies/Users United

End Users:

*Gov't, Medical,
Science, Banking,
Insurance, Digital
files...all types.*

*Home & industrial
apps*



Purpose of ODAT

- **Address end user needs for long term removable, safe, low cost storage**
- **Define test and implementation plan**
- **Enable creation of archival grade market**

Committee Structure

- **WG1 addresses Specification Technical Development**
- **WG-2 focuses on Business Development & Implementation**

Progress Report

- **Standard:** ECMA-379 completed. ISO/IEC JTC1 SC23 is processing as a draft international standard - ISO/IEC DIS 10995. Estimated completion is Spring of 2008.
- **Implementation:** Program development in – progress. Test definitions, judgment criteria, test facility definitions, program management, etc are being discussed with broad industry support by Spring 2008.

Invitation To Participate in OSTA ODAT

Thank you

Please contact Chris Smith or Tony Jasionowski
with further questions regarding ODAT program

MPV Committee Mission

- Objective
 - Drive the development and adoption of interoperability specifications for collections of digital assets
- Strategies
 - Focus on optical storage, enable other storage media
 - Identify and deploy compelling applications (key use cases)
- Tactics
 - Ensure the successful adoption of EverPlay
 - Create international standards
 - Focus on “consumer” digital imaging
 - Focus on photo enabled customers who use DSCs, camera phones, S/W apps, retail photo finishing
 - Enable migration across generations of data storage
 - Partner with other imaging/CE organizations

MPV Committee Sept '07 Organization/Leadership

- MPV Committee Facilitator Thompson
- MPV CORE Specs WG & Architect van Zee (HP)
- EverPlay WG Ranalletti (Kodak)
- Portable Storage Profile WG Completed (KonicaMinolta)
- MPV-IS Profile WG Completed (Samsung)
- Print Profile WG Nagasaka (Epson)
- Camera Profile WG Ichimura (Olympus)
- Broadcast TV Profile WG Completed (TVGuide)
- AudioBooks Profile Completed (CEA WG)
- Web Services Interaction Completed (I3A CPXe)
- MPV Planning Sub-Committee Epson, Fujifilm, HP, Kodak

MPV Committee, Sept '07

- OSTA's MPV Specifications – an open, multiplatform, and free standard for “collections” of digital music, photos, and videos.
- Current completed MPV Specifications on OSTA Web:
 - MPV Core Spec
 - MPV Basic Profile
 - MPV Presentation Profile
 - MPV Music Profile
 - MPV Broadcast TV Profile
 - MPV Portable Storage Profile

MPV Committee, Sept '07

- MPV Specifications in Development
 - Update XML Schema 1.01 to 2.0
 - Piet van Zee, HP
 - MPV Print Profile
 - Gerrie Shults Consulting, Editor
 - EverPlay™

MPV Committee, Sept '07

Industry “Solution”

- What industry standard are we trying to solve?
 - JPEG (.jpg) is a well recognized standard for a single image (with EXIF metadata definition)
 - What if you have more than one image and you want them in some order and you want to add titles to each photo and you want to add a music track – and you want to share the “collection” via the internet, you want to print the photos with the titles in the defined order, and you want to save the collection on a DVD for viewing on your TV, PC, or DVD player for years to come?
 - What is the “file format” for saving a collection of digital media content?

MPV Committee Sept '07

Proprietary or standards based solution?

- Three big assumptions:
 - 1) The industry wants to help consumers create collections/associations/relationships between multiple digital assets
 - 2) The industry wants to move away from investing in proprietary solutions and adopt an interoperable, open standard to make it easy to PLAYBACK collections of digital assets
 - 3) And the industry wants to help SAVE and store and archive and print those collections for the enjoyment of future generations.
 - MPV and EverPlay provide a common .pvm file format for saving collections of digital content

MPV Committee, Sept '07

- MPV Specifications define the file format “.pvm” (photo video manifest).
- EverPlay (developed by Kodak, FujiFilm, and Konica Minolta) is a specific implementation of the MPV Specifications (especially leveraging the MPV Portable Storage work developed by Konica/Minolta), that leverages the .pvm file format.
- EverPlay will be enhanced to understand the MPV-Print Profile “print job” and “printer” descriptions.
- Printers, kiosks, TV’s, cameras, internet imaging sites will look for the .pvm file to determine if there is a manifest that defines the relationship between stored digital media content.

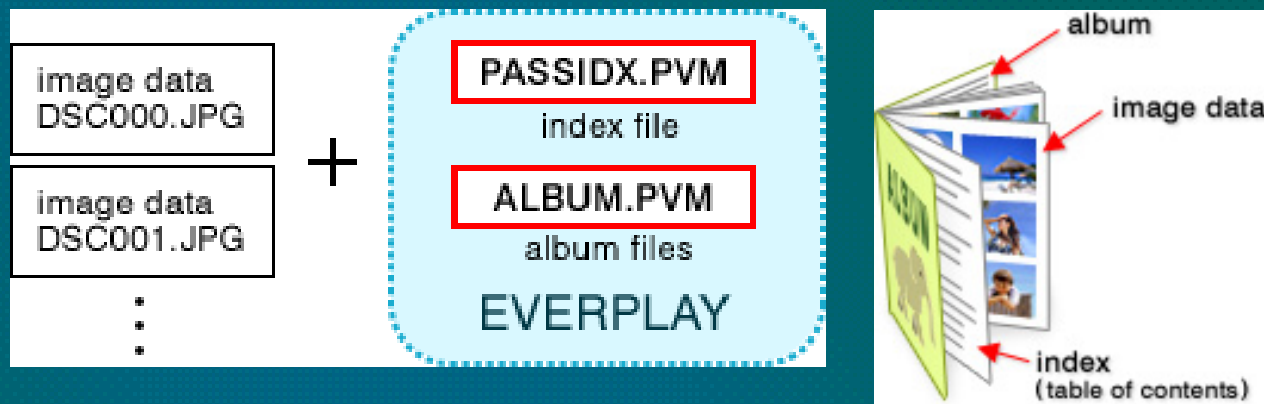
MPV Committee, Sept '07

Is it time for an industry standard?

- Does the CE, PC, Mobile, Printing, Internet, Storage “industry’s” care about INTEROPERABILITY of “collections” of digital media content – content that a consumer has put some amount of effort into creating order, associations, relationships that they want to SAVE and maintain to view, share, print, and archive for generations?
- There is **no industry standard** for storing/archiving a collection of digital media content.
- Is that standard EverPlay?

EverPlay

- The EVERPLAY standard shall work by the scheme below, where index and album files, written in extensible XML, are simply added to image data files.



MPV Committee, Sept '07

EverPlay

- Target Product Category Opportunities
 - Digital Cameras
 - Camera Cell Phones
 - Photo Printers
 - Kiosk and Retail Photo Finishing
 - Internet Photo Websites
 - PC Photo Applications
 - Digital Media / network enhanced TVs
 - Portable Media Players/viewers/storage devices
 - DVD Players and Recorders
- Storage Media
 - Optical Discs (CD, DVD), Memory Cards, Hard Drives, Internet

WEB and Public Relations Presentation

OSTA

Situational Analysis

1 in 5 computers suffers a fatal hard drive crash in its lifetime.

Approx. 4.6 million computer users will lose their data this year.

63% of people back up their critical data less than once a month.

23% never perform backups, the outlook for securing precious photos is not good.

Natural disasters like Katrina, tornadoes, flood and fires destroy family images, sometimes forever.

Opportunities

We see the following as main objectives in a public relations launch campaign that will last for several months based on the resources of the group:

- Create awareness about the real risks that exist today that can wipe out the family album and their heritage.
- Recommend archiving family photos onto disc thus expanding their use and increasing consumer awareness.
- Inform consumers about how they can preserve their valuable heritage.
- Raise awareness and credibility for OSTA, its brand, its members and its members' offerings (optical discs and software) as the best solutions for meeting this challenge.
- Launch and attract consumers to a special OSTA website that will give them the information and tools they need to protect their family album and heritage.

Opportunities

To do this we see the need to:

- Develop dynamic messages that support the issue based campaign and supporting companies/products across a broad range of audiences.
- Create simple, compelling and distinctive stories and terminology that convey how consumers can protect their family heritage with OSTA discs, software and other solutions.
- Use tactics that visualize the emotional result of the technology and not just the technology alone.
- Conduct simultaneous and multi-pronged pitch campaigns across a broad spectrum of media that push and pull customers and influencers in the press.

PR Activity Report

Goals and Objectives - August-September

- Develop accelerated regional PR campaigns that will get early results in the print and electronic media to build awareness that optical discs are a leading solution for helping “saving the family album.”
- Drive end users to the specialized website.
- Quickly establish and pitch end users stories to discuss how they are preserving and preventing the loss of the family album which are threatened by common hard drive crashes and natural disasters.

PR Activity Report

Goals and Objectives - August-September

- Initiate and establish “Saving the Family Album” end user campaigns using grade school children at various schools in the New York region initially to get press and early case studies that will demonstrate students using technology (optical discs a prime focus) to preserve the family album.
- Instruct and demonstrate to case study classes via standard lesson plan how they can build a family history presentation using PowerPoint and optical discs that promotes “Saving the Family Album.”
- Promote the “Saving the Family Album” case study locally and nationally through a variety of media outlets that focus on family, technology and education.
- Create awareness among consumers that their natural disaster kit should include a special CD case that holds the family album.

Phase I

Accelerated Campaign

Strategic Planning & Creative Session Results - August-September

- Focus first on key case study end users in select media regions and initiate pitches to regional press to get some immediate high visibility coverage.
- Prioritize end users in key markets like New York and New Orleans and where we could get them. We would then interview them for pitch content and website content.
- Go beyond individual end users and enlist and develop a strategic great cause viral marketing/PR campaign (“Saving the Family Album”) targeted at grammar schools around the country.
- Make the “Save the Family Album” campaign a formal project within the nation’s schools. We use students to help build the Album and teach their families how to archive their digital photos. Saving the family album will be integrated as a part of a new curriculum school project that serves a very noble purpose of helping young people learn about their families, technology and the benefits of optical discs.

Phase I

Initial Results

- Early concept testing of the “Saving the Family Album” pitch campaign was successful with the select press in New York and North Carolina
- A lesson plan for the “Save the Family Album” has been developed.
- A prototype of the “Family Album” sample was developed for the website and press.
- Initial pitches and a press release for the “Save the Family Album” campaign have been drafted.
- An early model school for use as a “case study” has been found in Warwick, New York. In the suburbs of New York City, Calvary Christian Academy will be the test bed for the “Save the Family Album” campaign. Class room training began on September 14th with a computer class consisting of 15 5th to 8th graders.

Phase I

Initial Results

- Pitching efforts have been initiated and the Hudson Valley's very popular Regional News 12 TV has expressed plans to film student efforts to build the family album on Friday September 21st at 2:30 PM. The region's popular major daily the Times Herald Record has also expressed interest along with two local weekly town publications in the region's largest town. Efforts will be made to contact New York TV, CNN and dailies as well to obtain further coverage.
- A case study based on the students' efforts is being developed to present to education publications for promotion on a national basis.
- Other efforts to establish similar classes in the NYC region are being conducted.
- Individual end user case studies are being developed (through OSTA members) to pitch to the press in New Orleans, Florida and New York City along the same lines of protecting the family album.

Saving the Family Album



Calvary Christian Academy - Model School Number One

Calvary Christian Academy is a private K-8 school in Warwick, NY. The school stresses the importance of family. Typical classes teach curriculum that is 1-2 ahead of their corresponding grade school counterparts. The school values students

learning about their family history and technology. It wants to be a visible leader of education in the region.

The OSTA sponsored program will help support this. The students in this class are from the ages of 10 to 13 years old (5th to 8th grade). We will need discs for all 22 students for use (and display). In the program, the school has designated class and computer lab time to teaching students how they could use technology to save the family album, discover their roots and successfully archive family history safely on optical disks.

Telling a
Family Story by
Creating and
Preserving a
Digital Family
Album

By
OSTA

Saving the Family Album



Students will bring in select family album pictures to be scanned and saved onto discs, as well as saving their digital photos to disc.

Saving the Family Album



From their collection of photos, the students will build a family history album in PowerPoint that will be stored on disc and distributed to the rest of the family.

Web Site

An engaging site that outlines all aspects of shooting, storing, saving and protecting your digital photos in plain language.



ArchiveMyPhotos - Home Page

Web Site

Placing your mouse over buttons allows you to preview major parts of the site and go directly to areas of interest.



ArchiveMyPhotos - Home page