

To: Dave Bunzel, President, OSTA
OSTA board members
OSTA MPV interest group

FROM: Pieter van Zee, Hewlett Packard
Dick Thompson, Thompson Consulting Services

Feb. 3, 2003

CES 2003 03 – Report on OSTA Meeting Room

OSTA Confidential

Notice: This report is OSTA Confidential and not to be distributed, used, or excerpted in any public forum.

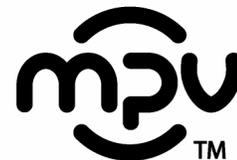
Executive Summary

OSTA rented a small meeting room on the show floor at CES. Pieter van Zee and Dick Thompson provides materials, setup/teardown, and held four days of meetings with 21 companies, press, and analysts. We demonstrated four prototype products with integrated MPV support: a DVD player of digital photos (Zoran/Planetweb), a photo disc burning app (HP), a music playback app (musicmatch), and a photo management app (Ulead).

Thanks to fast work and excellent board participation in our December efforts to create and adopt a MPV logo, we were able to show to great advantage the new MPV logo.

The value of meeting face-to-face with so many companies and press/analysts was tremendous and gave our adoption and awareness activities around MPV another important boost. It also was an opportunity to promote OSTA to the press/analysts and to companies who are candidate members.

At a total cost of less than \$5000, this investment paid off handsomely. Thanks to Perry Solomon and Debbie Maguire for support in obtaining and logistics around the meeting room from the CEA and to the OSTA board for encouragement and financial support.



OSTA Meeting Room

At the Consumer Electronics Trade Show held in January, 2003, OSTA rented a small (10x10 ft.) meeting room on the show floor (estimated cost - \$5,000) for use to further the adoption activities of MPV and other OSTA business. Our location at the end of the upper floor of the South Hall was reasonably convenient and not too hard to find.

The room provided an excellent venue for private meetings with analysts, press, and potential adopting companies of MPV technology. Having a private room allowed for individually tailored presentations, demonstrations, and discussions.

The principle objectives for these meetings were to:

1. educate, update, evangelize about MPV and OSTA
2. with companies, solicit support in products and participation in upcoming public announcements about support of MPV in products

A Yahoo! Calendar was set-up in December for room scheduling by OSTA (Bunzel, Lee), MPV (Thompson), and MultiPath Communications (Johnson). More than 20 meetings were scheduled over a four-day period.

A press release from OSTA issued on January 7th included mention that OSTA was holding meetings at CES about MPV and a contact number for making appointments.



MPV Demonstration

Two DVD players, a TV monitor, and a PC were used to demonstrate MPV functionality. The first DVD player (Sampo) was used to show today's existing user experience when viewing digital photo content. A file browser with a non-graphical user interface is presented for the user to navigate. A second DVD player was provided by Zoran and Planetweb. This reference platform included a MPV enabled version of Planetweb's Digital Photo Manager application built-into firmware. The resulting user experience when accessing a photo disc provided a fast, graphical, and intuitive user experience.

MPV Technology Demonstrations:

- Zoran DVD player + Planetweb' Photo Manager app – read MPV-enabled photo CDs
- Ulead's Photo Explorer prototype – create MPV photo albums on harddisk
- HP's Memories Disc Creator app – create MPV-enabled photo CDs
- musicmatch's JukeBox prototype – read MPV-enabled music CDs

MPV Materials

We had large wall posters introducing the MPV technology, problem domain, and solution characteristics. We also had large posters describing the technology demonstrations and companies supporting the MPV technology.

We had handouts of the MPV datasheet, a MPV FAQ, and both the November and January OSTA press releases. We also had a copy of the MPV specification on hand for perusal.

CES Meeting Summaries

Press & Analysts

For each press or analyst guest, typical interaction was for us to introduce MPV, show the technology demonstrations (DVD playback and PC apps), and take Q&A.

Kristy Holch, Group Director, InfoTrends

Kristy is one of the top recognized analysts and experts in digital imaging.

The primary focus of the meeting was on PC and CE convergence. She is particularly interested in PC-less digital imaging, DVD recording, adoption of digital cameras in the CE space. Her main objective at our meeting was to learn more about MPV and HighMAT, the goals of the technology, adoption status, positioning, and directions.

She commented that MPV was really coming along fast, that she would like to be invited to MPV activities at PMA, and that she liked the open, royalty free, multiplatform message around MPV.

If OSTA has need for an industry analyst to comment on MPV, Kristy said to send the press her way.

Melissa Perenson, Assoc. Editor, PC World

Melissa was very interested in a HighMAT/MPV discussion. She posted the following CES article about MPV and HighMAT.

<http://www.pcworld.com/news/article/0,aid,108601,00.asp>

Melissa's primary objective was to learn more about MPV and HighMAT positioning. She too was impressed with how much progress MPV had made in a short time. She commented her time was very productive. OSTA got some positive publicity in her article.

Brian O'Rourke, In-Stat Magazine, Market Research

Brian writes about home networking. In-Stat provided many of the market research analysis found in the CES Daily magazine.

We discussed the integration of networking in DVD players.

Greg Scoblete, TWICE Magazine

Writes about digital imaging and convergence with CE devices.

We introduced and discussed MPV and answered a few questions about HighMAT.

Julie Jacobsen, EH Publishing (Home Networking)

Julie is writing articles on new capabilities being added to DVD players. She is particularly interested in networked (802.11b) DVD players communicating with PC multimedia content.

This meeting focused on providing information about the capabilities of MPV and OSTA process.

Companies

For each of these companies, typical interaction was for us to introduce MPV (where needed), discuss near-term opportunities for integration into the company's products, and solicit support for upcoming public statements to the press.

Philips

Chris Buma, Robert van Ejik, Mark Walker (HP)

Philips is conducting technical evaluation of MPV. Basically things look very good for playback.

We discussed fixing the set of supported codecs for the MPV logo requirement. Philips suggested adopting MP3 (music), JPEG (photo), MPEG1 and MPEG2 as MPV codecs and consider waiting on the industry to standardize on a next-gen video codec. Philips also encouraged development of a longer-term roadmap for MPV.

Philips values MPV's open standards approach and OSTA process/development.

SONY

Hideto Jimbo, Masashi Mizuta, Mitsumasa Saitoh, Kazuyoshi Nagao, Fumitaka Kawate

We had two different meetings with Sony. Sony recognizes and agrees with the problems MPV solves and is very interested in open standards. They see potential for MPV to be supported in cameras and DVD players.

Piet had additional meetings with this team in January in Japan.

Zoran

Peter Haywood

Peter provided a reference platform for use in demonstrating MPV in the OSTA meeting room. Our main objective is to keep Zoran (and other chipset suppliers) knowledgeable about MPV. He has had vendor inquiry about support for MPV in products.

APEX Digital

Rehan Muzaffer, Colton Manley

Apex is the leading DVD manufacturer. They supported the HighMAT announcement made at CES. They have been aggressive in rolling out support for Microsoft formats.

The CES meeting room provided an opportunity for a third meeting with Apex and discussion around possible support for MPV.

ESS Technology

Victor Ren

ESS is a leading chipset supplier for DVD players. CES provided a venue for a second meeting to discuss MPV. Content availability is critical and they are looking to see a good lineup of content producers for MPV.

Possible membership opportunity for OSTA.

Roxio

Christy Wilkerson

Roxio is releasing Easy CD and DVD Creator 6 soon. Roxio products are mostly focused on playback in a PC and exploring playback in living room environment. MPV is an encouraging strategy for CE playback.

Roxio is a strong supporter of MPV and provided VP level support statement in November 21, 2002 MPV press release. They're looking towards an update that would support MPV. The Roxio engineering team has MPV spec, everything they need.

ULEAD Systems

Kurt Webster, Colin Stiles

Ulead provided a MPV enabled Photo Explorer demo for use in the OSTA meeting room. It worked well and demonstrated the ease of creating an MPV album for playback.

Demonstrated MPV, discussed plan for PMA show activities and Ulead product commitment to MPV.

AHEAD Software

Udo Eberlein, John Tafoya, Jim Corbett

Ahead is actively looking at support in their software for CE devices. Ahead engineers have downloaded the MPV SDK and are evaluating adoption of MPV

ACD Systems

Frank Lin, Simon Cairns

ACD Systems is actively evaluating MPV.

ArcSoft

Stephan Cote, Alex Zhou, Masao Kogure

ArcSoft was interested to know more about getting started with MPV. Product focus is PhotoBase, possibly ShowBiz.

MusicMatch

Jim McLaughlin

Musicmatch provided a demo for CES of playback of MPV-based discs of MP3 music. This demo worked very well and nicely demonstrated an easy-to-use playback experience on PCs.

We discussed integration of MPV reading and writing into an upcoming version of Musicmatch Jukebox software.

Sonic Solutions

Jim Taylor

Sonic is working towards both MPV and HighMAT integration into their products. Jim says one thing that make MPV support easier than HighMAT is its support for MPEG1 and MPEG2, which are the data formats already on VideoCD and DVD.

APPLE Computer

Craig Keithly, Prashant Kanhere

We only had time for a brief meeting at CES with Apple. We were able to provide them with the MPV FAQ, MPV data sheet, and press releases. They stated their interest in open standards and encouraged a follow-up meeting. That meeting took place January 28th in Cupertino.

With Apple's focus on photo, video and "tunes", and the integration of these applications, MPV is a technology for further investigation.

They would like more information regarding the costs of a licensing program for use of the MPV logo.

Olympus

Toshi Hayashi, Yoshiro Yoda

Olympus is very interested in MPV. They understand the value of adding a MPV control file to camera memory cards and appreciate the ease of adding MPV generation to the camera unloader.

Callisto

Joel White

Callisto has a photo organizer and playback application that has a highly interactive and graphical user interface. They are an application provider that burns disc for sharing photos and experiences. They are evaluating MPV.