

## **PRESS RELEASE**

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### **OSTA AND THE CONSUMER ELECTRONICS ASSOCIATION COOPERATE TO PROMOTE RECORDABLE CD AND DVD COMPATIBILITY AND EASE OF USE IN CE DEVICES**

#### *OSTA to demo MPV specification at CES to show faster, easier navigation and playback of digital content created on PCs for use on CE devices*

CUPERTINO, Calif. – Jan. 6, 2003 – The Optical Storage Technology Association (OSTA) announced today that it will be part of the Allied Association Lounge at the Consumer Electronics Association's (CEA) International Consumer Electronics Show this week in Las Vegas. As industry associations working to promote compatibility and ease of use of consumer electronics devices, the two organizations have established a relationship to support initiatives of mutual interest. One current example is OSTA's new MPV specification, which enables PCs and consumer electronics (CE) products such as DVD players to more easily exchange and playback collections of digital photos, video, and music.

At the upcoming Consumer Electronics Show (CES) sponsored by CEA, OSTA will be holding private meetings with interested CE manufacturers, media, and industry analysts to demonstrate the benefits of the MPV compatibility specification. MPV, which is royalty free, enables a fast, easy-to-use, highly interactive user experience for access and playback of multimedia collections of digital photos, videos, and music created in PCs and enjoyed in consumer electronics products. It enables easier navigation and playback by creating a table of contents. The MPV specification has already garnered support from more than 20 leading manufacturers of PCs and consumer electronics devices, camera manufacturers, CD and DVD media, CD and DVD burning software and hardware solutions, and multimedia playback software. For more information, please see the recent announcement of the MPV 1.0 specification at [www.osta.org/mpv](http://www.osta.org/mpv).

As allied associations, OSTA and CEA will provide cross-recognition and support of each other's key specifications, opportunities for members to be involved in activities and events sponsored by the other organization, and share relevant information from the other organization to members.

“As the leading advocate association for consumer electronics, CEA is pleased to support OSTA in its efforts to address real problems faced by consumers by encouraging industry-wide media and drive compatibility and interchange,” said Ralph Justus, vice president, technology and standards, CEA.

“During the past decade, OSTA has developed several key compatibility specifications, including the Universal Disk Format (UDF), which enables file interchange among different operating systems. Today, OSTA is continuing its efforts to facilitate easier exchange of multimedia content between PCs and CE devices.”

“The OSTA-CEA relationship provides a powerful foundation upon which to communicate information to the members of both organizations and to the media,” noted OSTA president David Bunzel. “Optical storage plays a major role in facilitating exchange of digital information (data, music, photos, video and other multimedia content) between PCs and CE devices. Both organizations have an interest in promoting industry compatibility, developing solutions that make optical recording and consumer electronics products easier to use, and providing a forum for resolution of issues.”

### **About MPV**

Today, people can easily use their PCs to make CDs of MP3 or WMA music or of JPEG images, but playback of the CD in a DVD player, car stereo, or other consumer electronics device can be slow, hard to navigate, and unusable. MPV solves these problems by organizing these files into albums and playlists, creating a table of contents that describes the organization of the content on the disc, including photos, music, video, still photos with audio, panoramas, and text. As digital music players and digital cameras add more features and users create thousands of digital files, MPV provides a fast access method and a consistent, intuitive user playback experience.

MPV will continue to evolve through OSTA’s open standards development process. MPV will make it easy to create long-lasting CD and DVD archives of personal digital content for playback in a home entertainment center and personal computer, or support printing of original high-resolution images at home, in retail kiosks, and on-line photo print services.

The MPV 1.0 Specification is available today on the OSTA website ([www.OSTA.org/mpv](http://www.OSTA.org/mpv)). OSTA does not charge a license or royalty fee for access to and use the MPV specification. OSTA will be meeting with interested companies at CES, January 9 through 12, to provide more information or to schedule a

demonstration. For more information or to schedule a private appointment at CES, please contact Jan Johnson, MultiPath Communications, [jan@multipathcom.com](mailto:jan@multipathcom.com), 714-633-4008.

**About the Optical Storage Technology Association (OSTA)**

The Optical Storage Technology Association (OSTA) was incorporated as an international trade association in 1992 to promote the use of recordable optical technologies and products. The organization's membership includes optical product manufacturers and resellers from three continents, representing more than 85 percent of worldwide writable optical product shipments. They work to shape the future of the industry through regular meetings of CD/DVD, file interchange, market development, high performance optical, including MO, and planning committees. Interested companies worldwide are invited to join the organization and participate in its programs by contacting an OSTA representative at +1 805/963-3853, by fax +1 805/962-1541 or by addressing its Web site at [www.osta.org](http://www.osta.org).

**About the Consumer Electronics Association (CEA)**

The Consumer Electronics Association (CEA) represents more than 1,000 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels. Combined, CEA's members account for more than \$80 billion in annual sales. CEA's resources are available online at [www.CE.org](http://www.CE.org), the definitive source for information about the consumer electronics industry. CEA also sponsors and manages the International CES – Defining Technology's Future. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

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