

Digital Living Network Alliance

Expression of Interest in NEM

Presented by Prof. Dr. Th. Herfet
Intel GmbH, Munich

NEM/TP Launch, December 2004



17 DLNA Promoter Companies



THOMSON

Panasonic

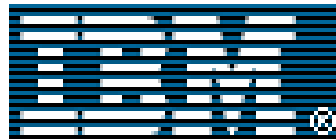


NOKIA

PHILIPS

KENWOOD

FUJITSU



lenovo



Microsoft

SONY



SHARP

NEC

NEC Personal Products, Ltd.

Worldwide Participation – 188 Members*



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**As of November 1, 2004*

DLNA
Digital Living Network Alliance

Why NEM is so important

- > Networked Electronic Media will change our lives!!!
 - NEM is a business, but also a socio-cultural opportunity
 - Legitimately access content anyplace, anytime
- > NEM drives technology development & deployment
 - High bitrate services drive network backbone / infrastructure
 - Quality of Service issues drive technologies & protocols
 - Media Processing & archiving drives device features
 - > AV-coding, storage, processing power
 - Content Protection drives Digital Rights Management
 - > Dedicated solutions more effective and fair than global levies
 - > ...

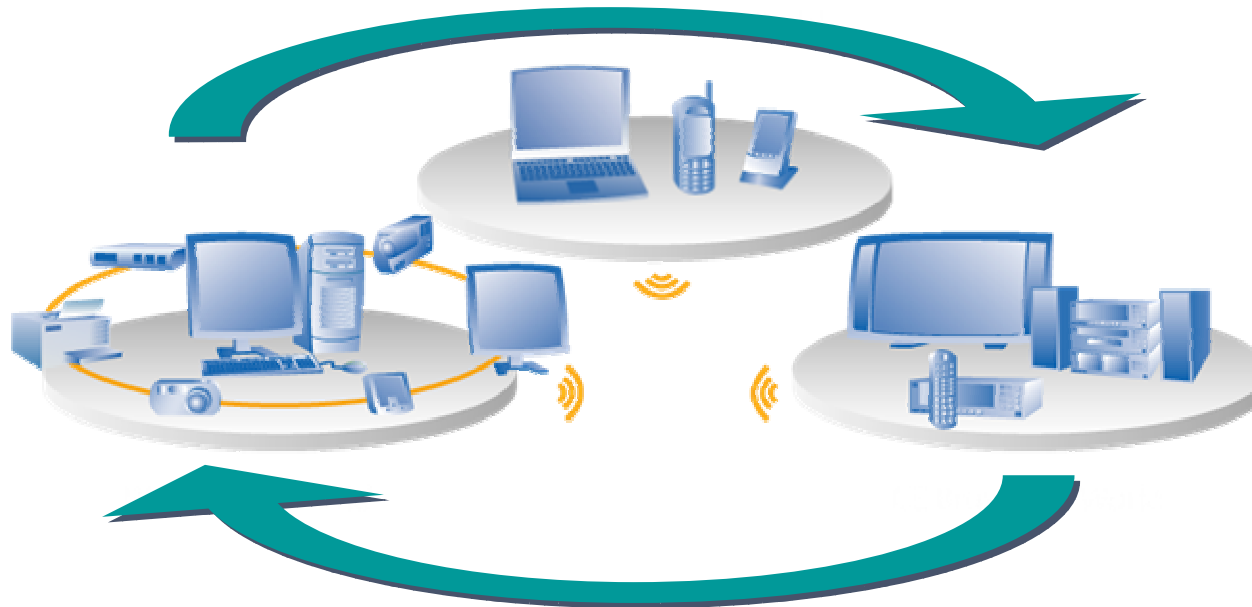
Why is NEM that challenging?

- > Extremely long history of AV-networking
 - 1394, HAVi, HiperLAN, MPEG-7 & 21, TV Anytime, DVB, Eureka, FP5, FP6..., BUT:
- > Network is not a product in itself
 - Requires Eco-system set-up
 - Requires open, global standards to be applied
 - Requires consumer trust by certification process
 - Spans businesses (Mobile, PC, CE)
 - Spans geographies (Japan, China, Korea, USA, Europe)



The DLNA Approach

- > Provide a common baseline of media formats
- > Deliver design guidelines based on open standards
- > Accelerate market acceptance with compliance and verification tests



Thank you very much!

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