Digital Living Network Alliance

Networking for the Everyman:
How to interact with Content without really trying
The vision of the Digital Living Network Alliance

Presented by Scott Smyers

Chairman, DLNA Board of Directors

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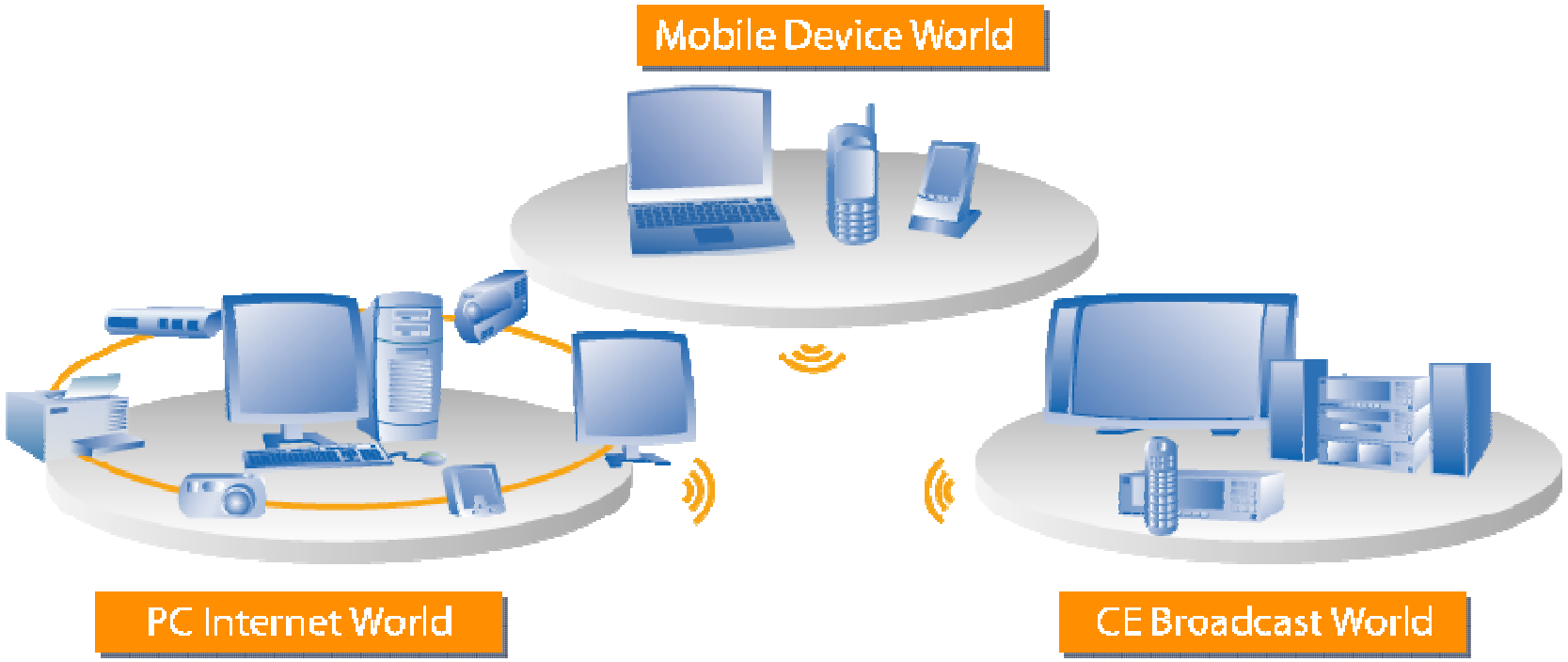
Three Digital Technology Islands



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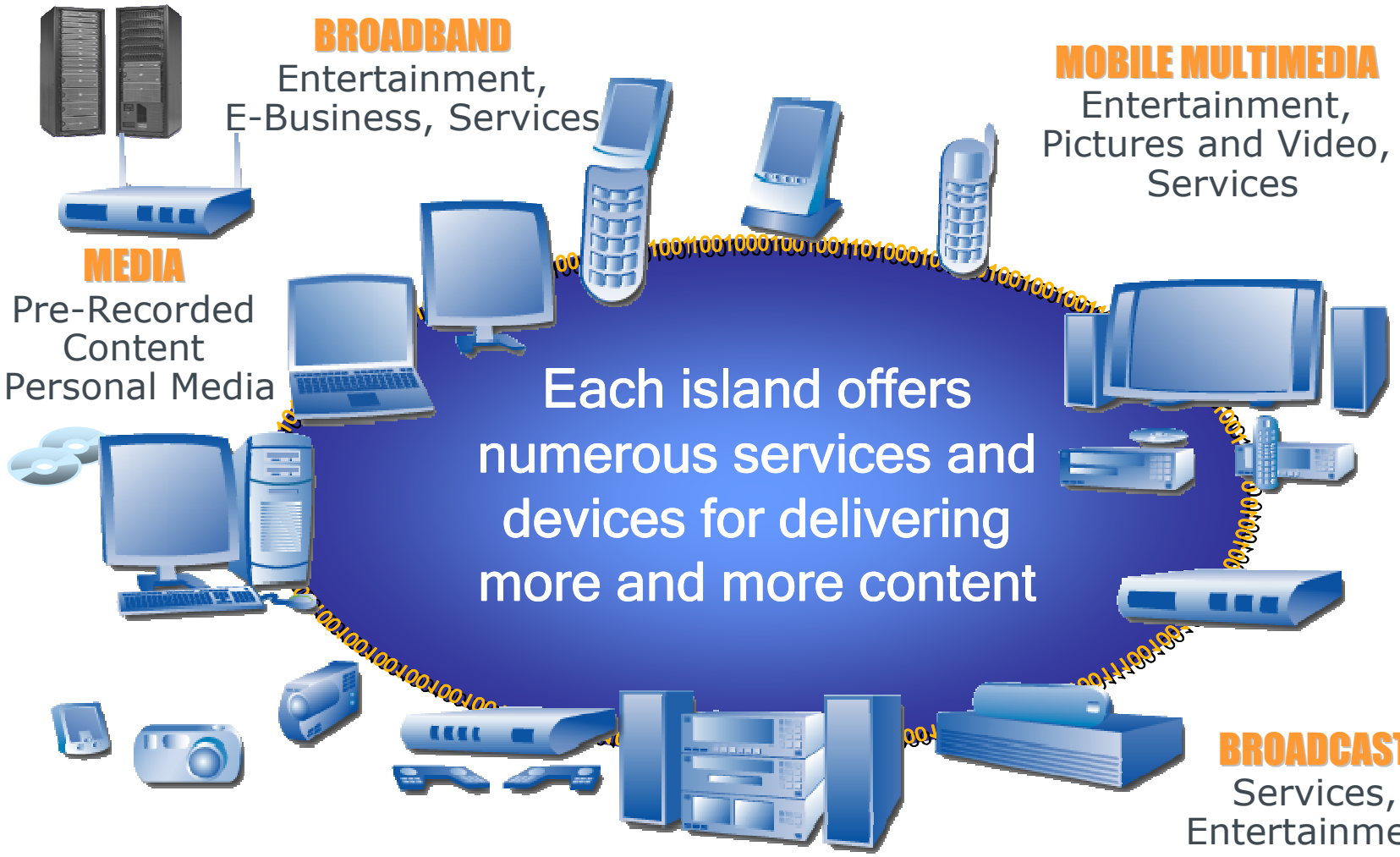
Growing Content



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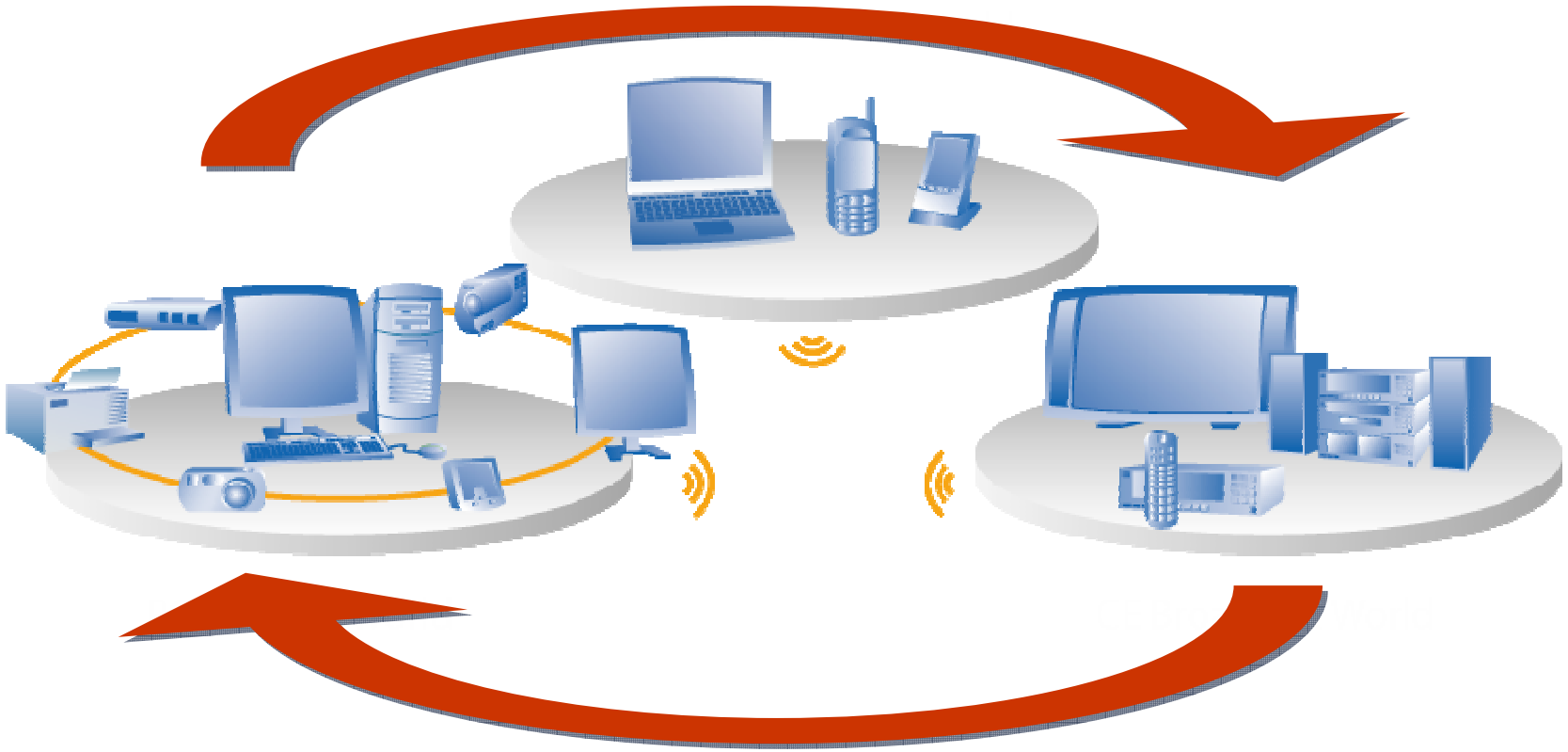
Goal: Total Digital Convergence



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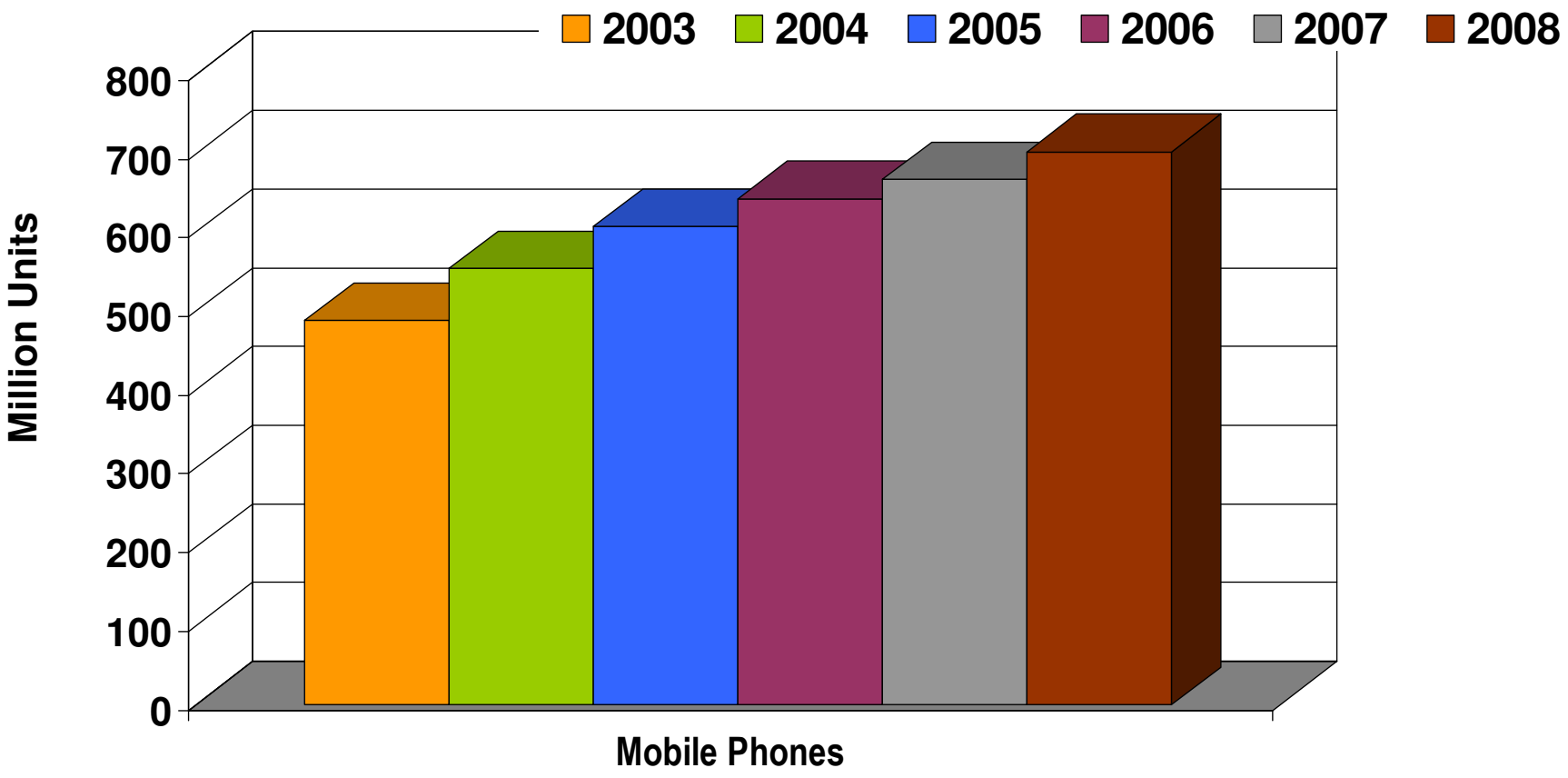
Mobile Phones: Worldwide Growth



Source: Market Intelligence Center, a Taipei-based ICT industry research and advisory firm, 2004

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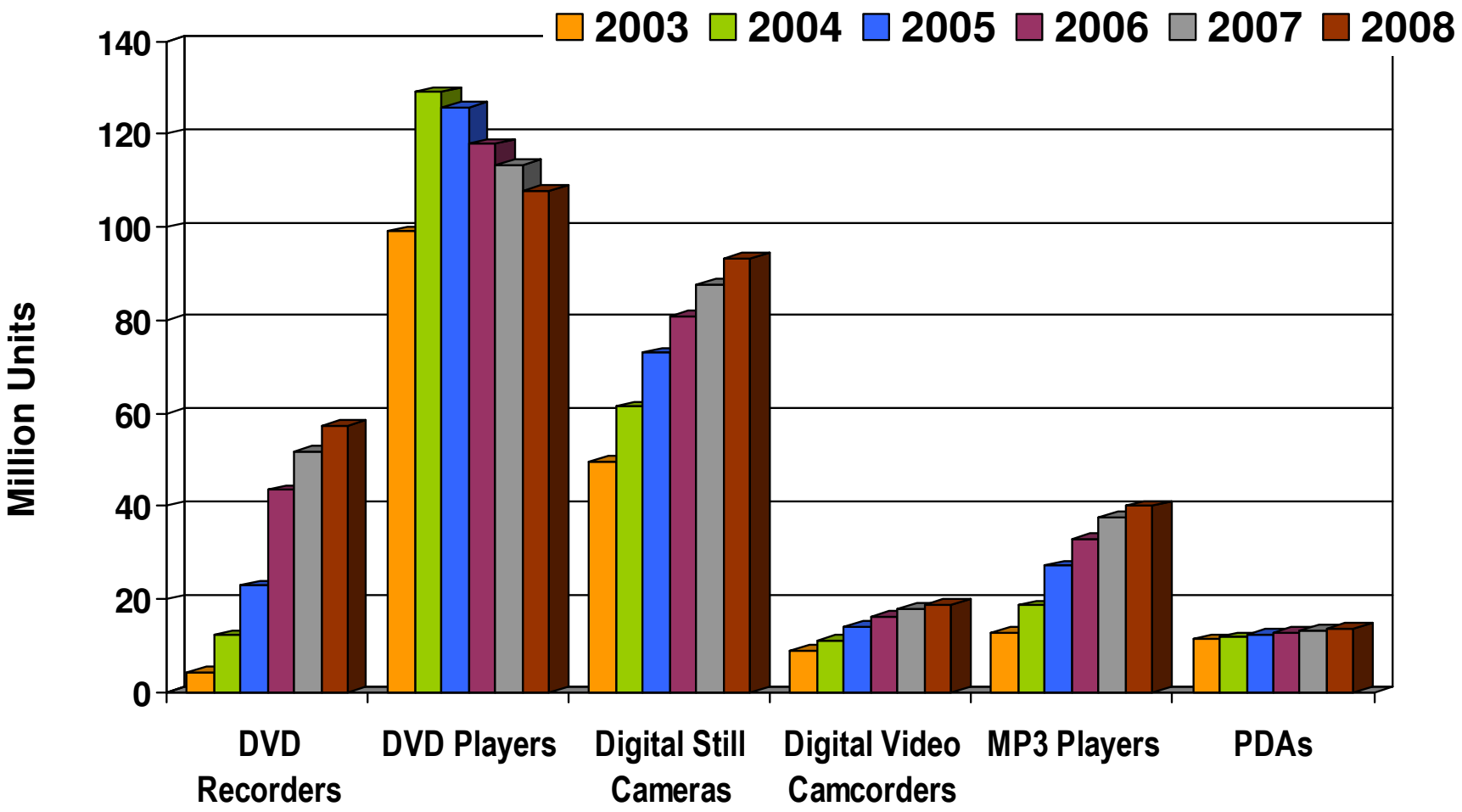
Consumer Electronics: Worldwide Growth



Source: Market Intelligence Center, a Taipei-based ICT industry research and advisory firm, 2004

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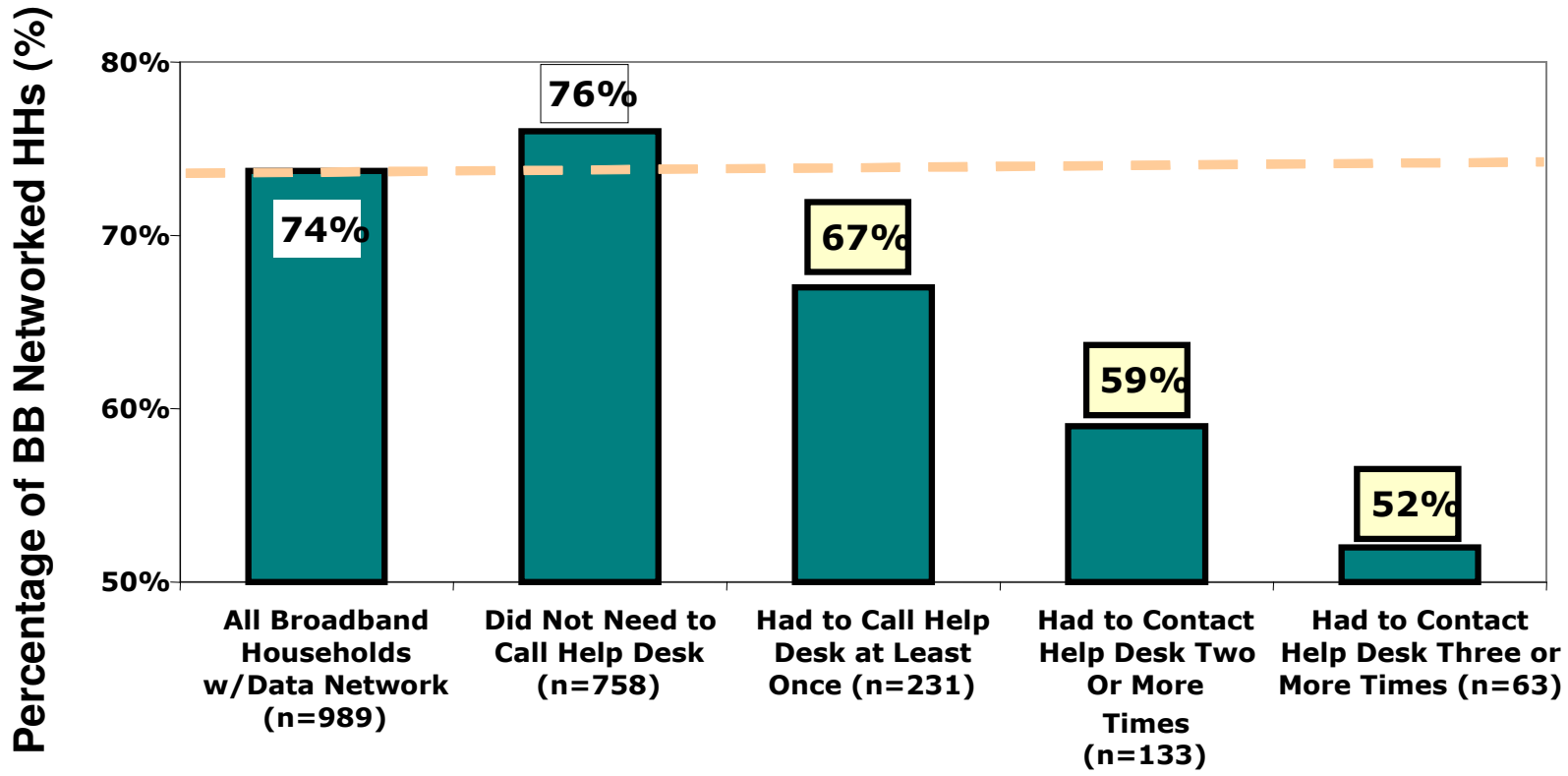
Satisfaction of U.S. Home Networks



(Percentage of data network users rating satisfaction of solution as a 6-7 on a 7-point scale, where "7" means "completely satisfied")

Source: Primary Perspectives: Complexity & Satisfaction in the Networked Home, © 2004 Parks Associates

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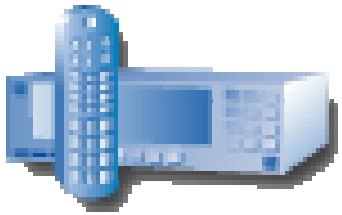
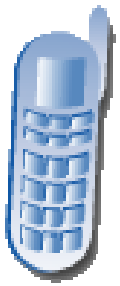
Product Variations





Product Format Variations

Imaging

- BMP
- CLP
- DCX
- DIB
- FPX
- GIF
- IMG
- JIF
- JPEG
- MAC
- MSP
- PCT
- PCX
- PNG
- PPM
- PSD
- PSP
- RAW
- RLE
- TIFF
- WPG

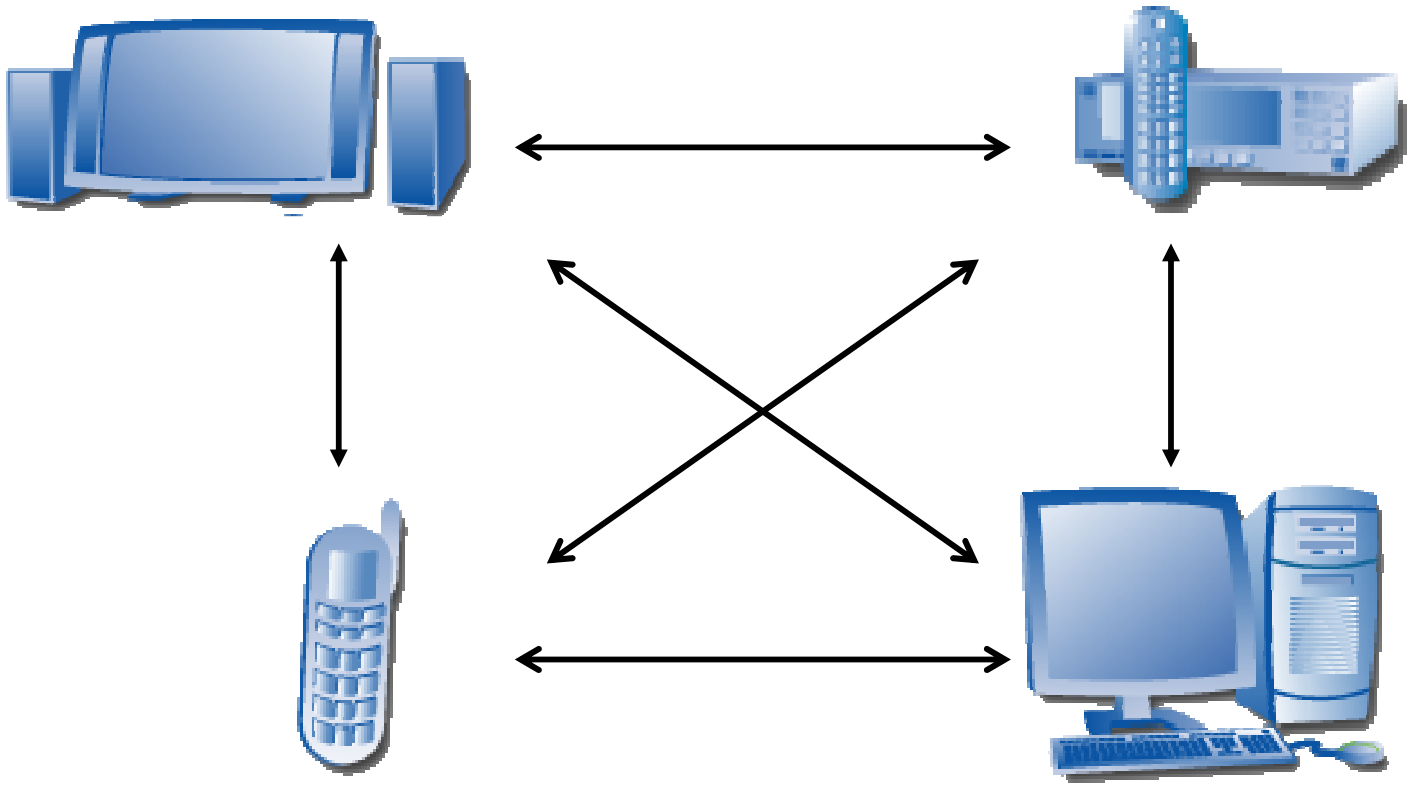
Audio

- a2b
- AAC
- AC-3
- ADPCM
- AIFF
- ATRAC3+
- AU
- CDDA
- DPCM
- EPAC
- MP3
- MP4
- MPEG Audio
- PCM
- QuickTime
- RealAudio
- TAC
- TwinVQ (VQF)
- u-law Compression
- WAV
- WMA

Video

- ASF
- AVI
- DAT
- DivX
- DV
- FLC
- FLI
- FLX
- GIF
- MPEG-1
- MPEG-2
- MPEG-4
- QuickTime
- RM
- UIS
- WMV

Product Compatibility Varies



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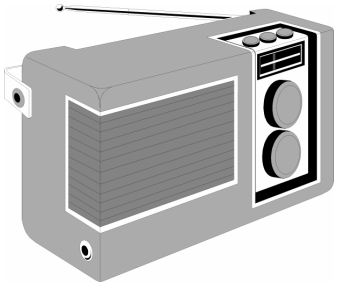
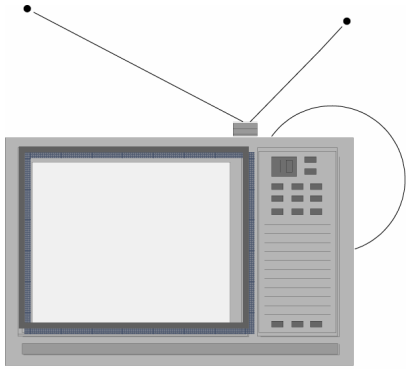
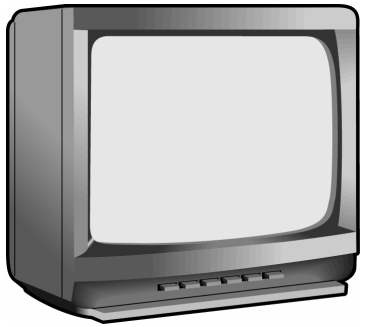
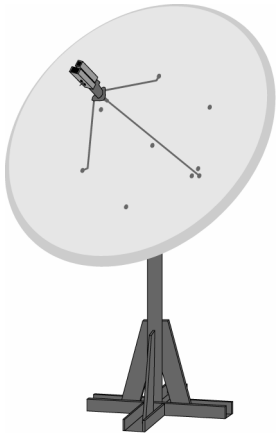
The Evolution of Mediums









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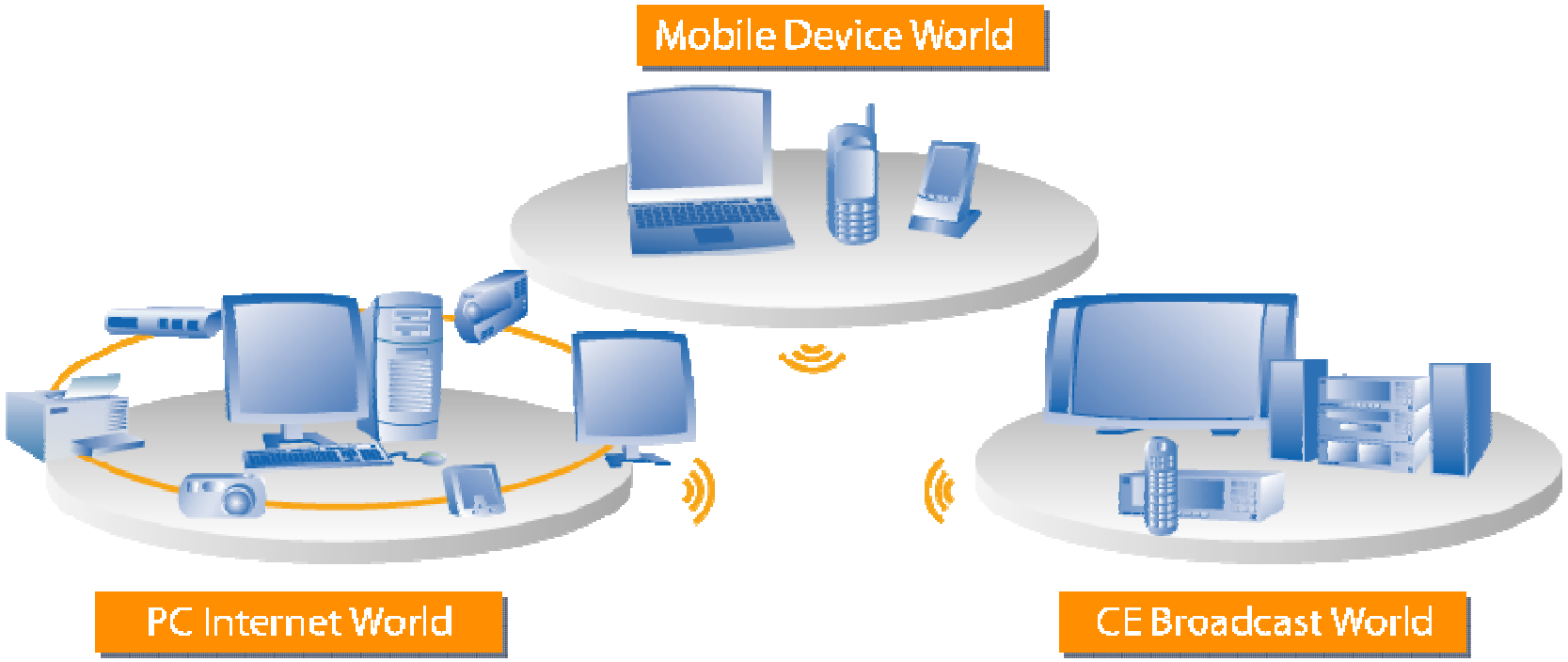
What Exists Today



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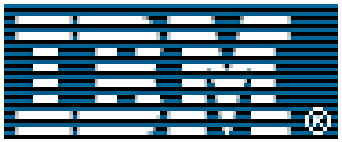
Who We Are: A cross-industry organization of leading consumer electronics, computing industry and mobile device companies.

Our Founding: Established in June 2003 by 17 companies

Our Goal: To enable the cross-industry convergence by establishing a platform of interoperability based on open and established industry standards.

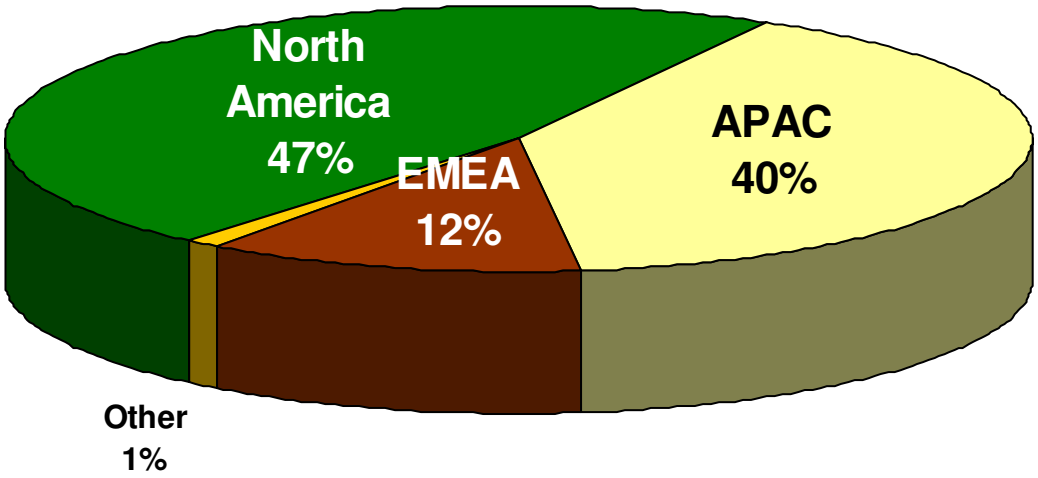
17 Global Brand DLNA Leaders



NEC Personal Products, Ltd.

DLNA Interest Has No Boundaries

Support by Region



Industries

- CE
- Components
- Mobile
- Network
- PC
- R & D
- Semiconductor
- Telecommunications

As of September 2004

Digital Home WORKING GROUP

Home Networked Device Interoperability Guidelines v1.0

Drafted and Released in One Year

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Worldwide Participation

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Industry Networking

Goal: To liaise with other industry consortia and organizations to promote DLNA goals for technical and market requirements.

- Dedicated subcommittee managing liaison partnerships
- Highlights
  - UPnP™ Implementers Corp.
  - UPnP™ Forum
  - Wi-Fi Alliance
  - Consumer Electronics Association
  - IGRS: Intelligent Grouping and Resource Sharing

Use Case Scenario #1

Enjoy Content Anywhere with a DMS Supporting Multiple DMPs

DMR: Digital Media Player

DMS: Digital Media Server

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Use Case Scenario #1

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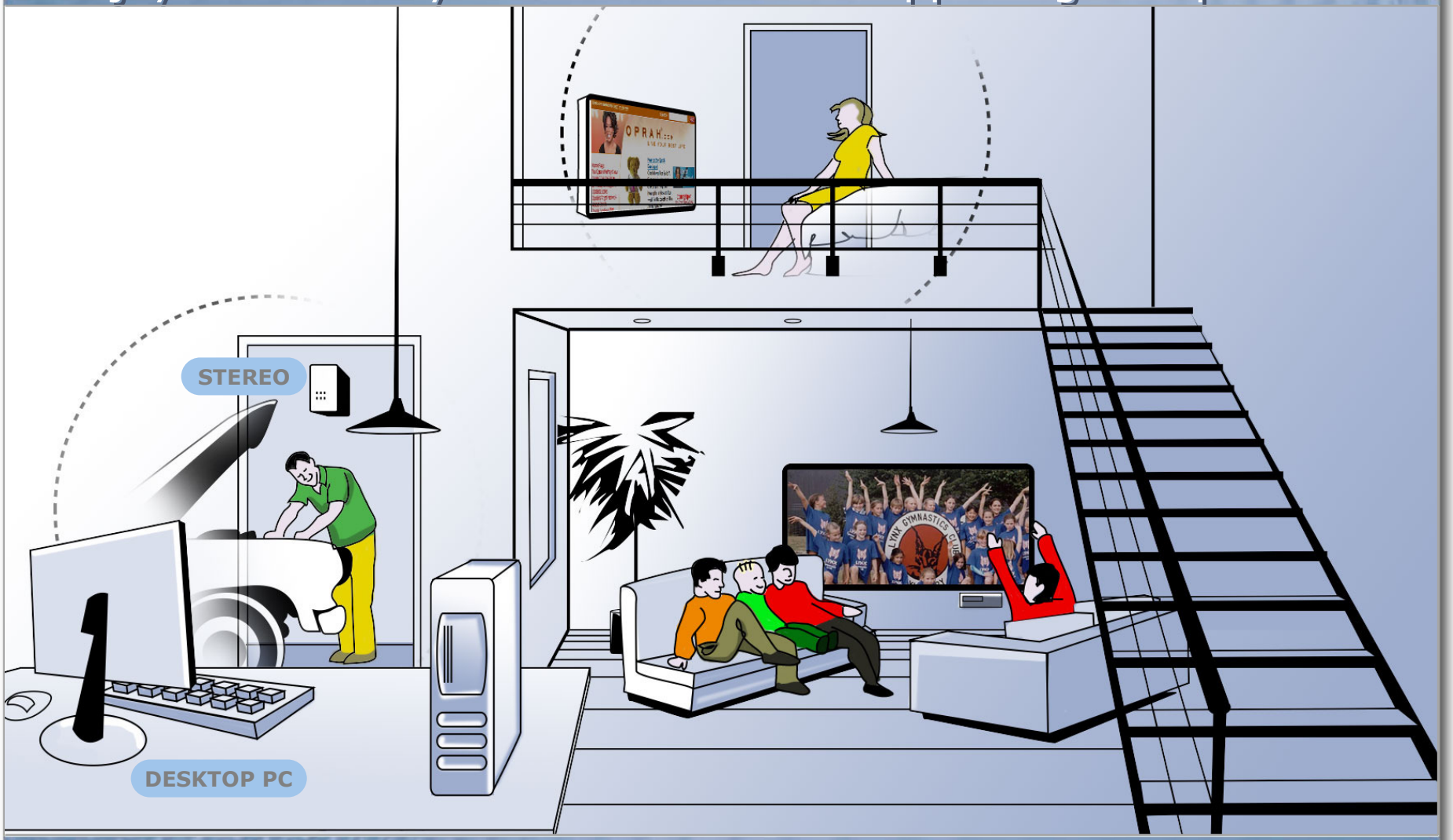

DMR: Digital Media Player

DMS: Digital Media Server

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Use Case Scenario #2

Access Multiple DMS' via a Single DMP

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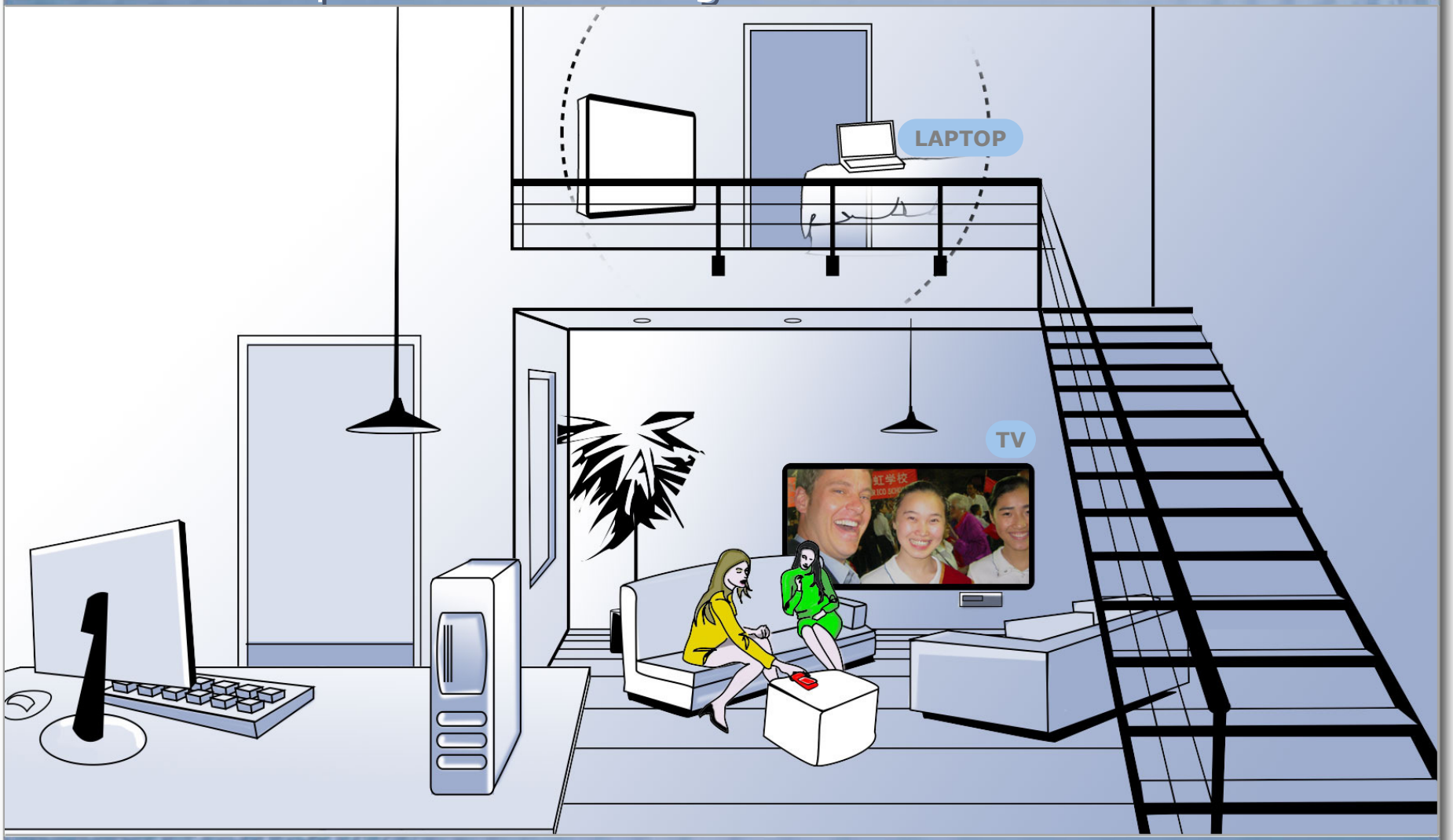
Use Case Scenario #2

Access Multiple DMS' via a Single DMP



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Use Case Scenario #3

Smart Remote (CP) for Control of DMS' & DMPs

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Use Case Scenario #3

Smart Remote (CP) for Control of DMS' & DMPs

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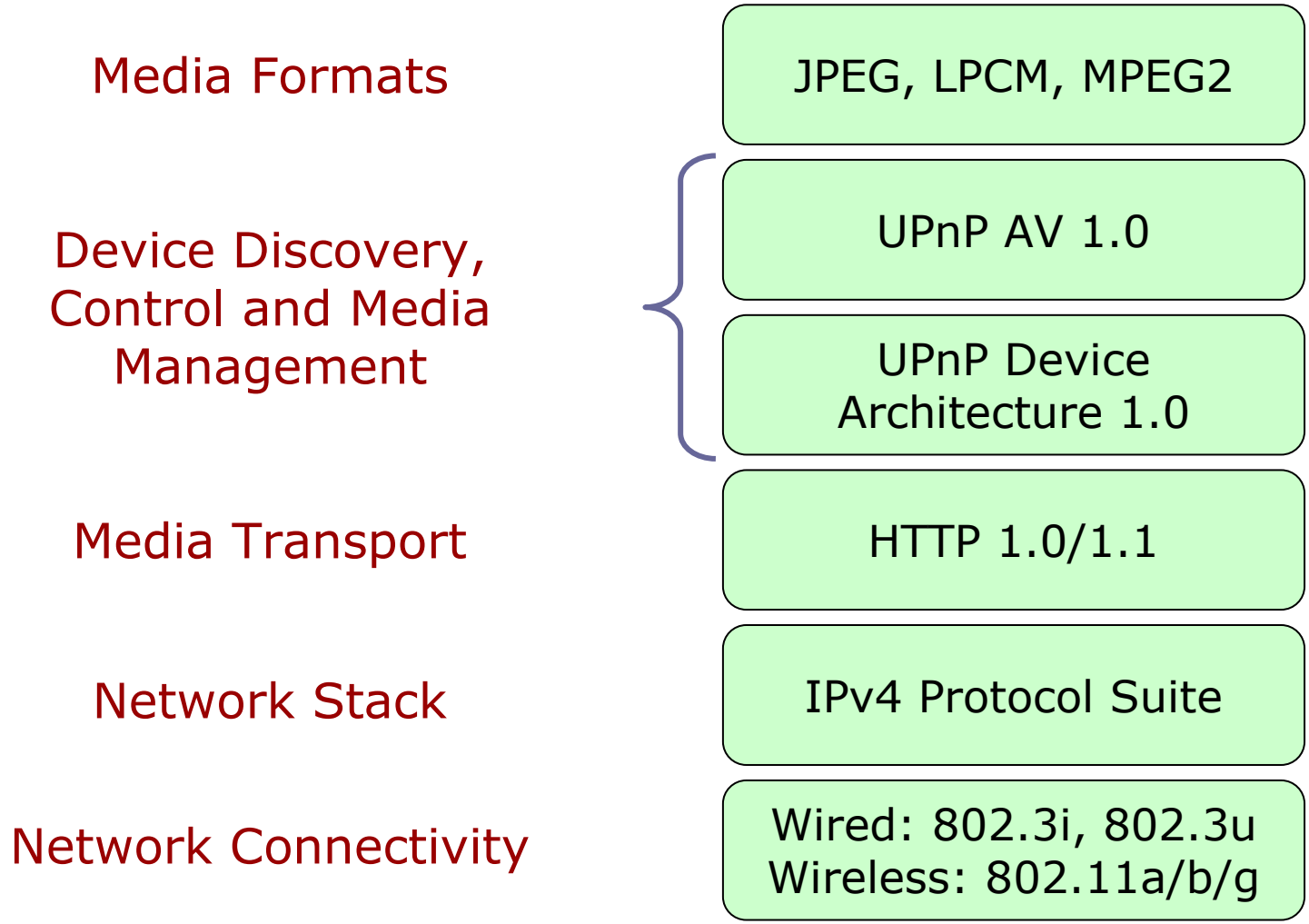
DLNA Interoperability Guidelines
Framework for Sharing Content



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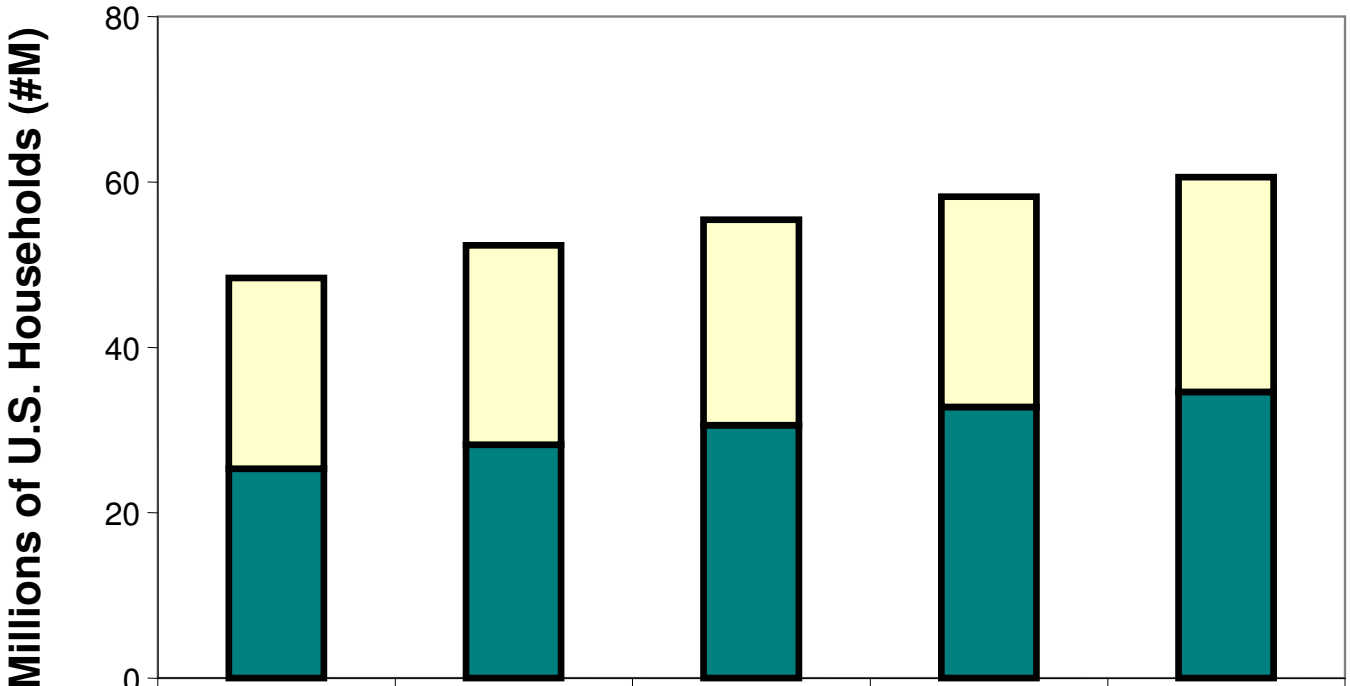
Companies Exhibiting at CEATEC

奇揚網科股份有限公司

AWIND INCORPERATION

NEC Personal Products, Ltd.

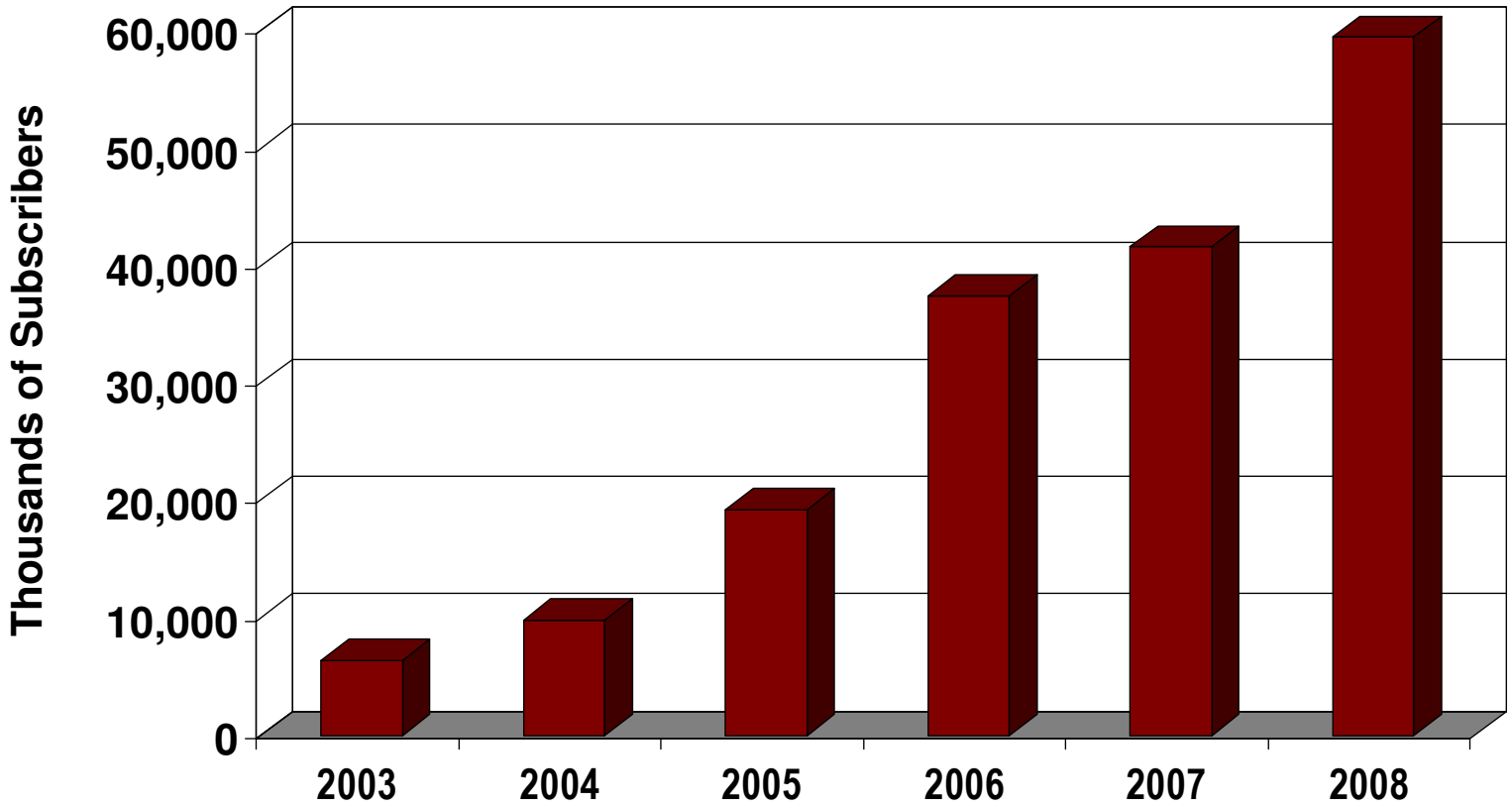
Growth of U.S. Premium Television Customers



	2004p	2005p	2006p	2007p	2008p
DBS Households	23.1	24.1	24.9	25.5	26.0
Digital Cable Households	25.3	28.2	30.6	32.8	34.6

Source: Parks Associates' Research, © 2004 Parks Associates

Asian Broadband VoIP Subscribers



Source: Market Intelligence Center, a Taipei-based ICT industry research and advisory firm, 2004

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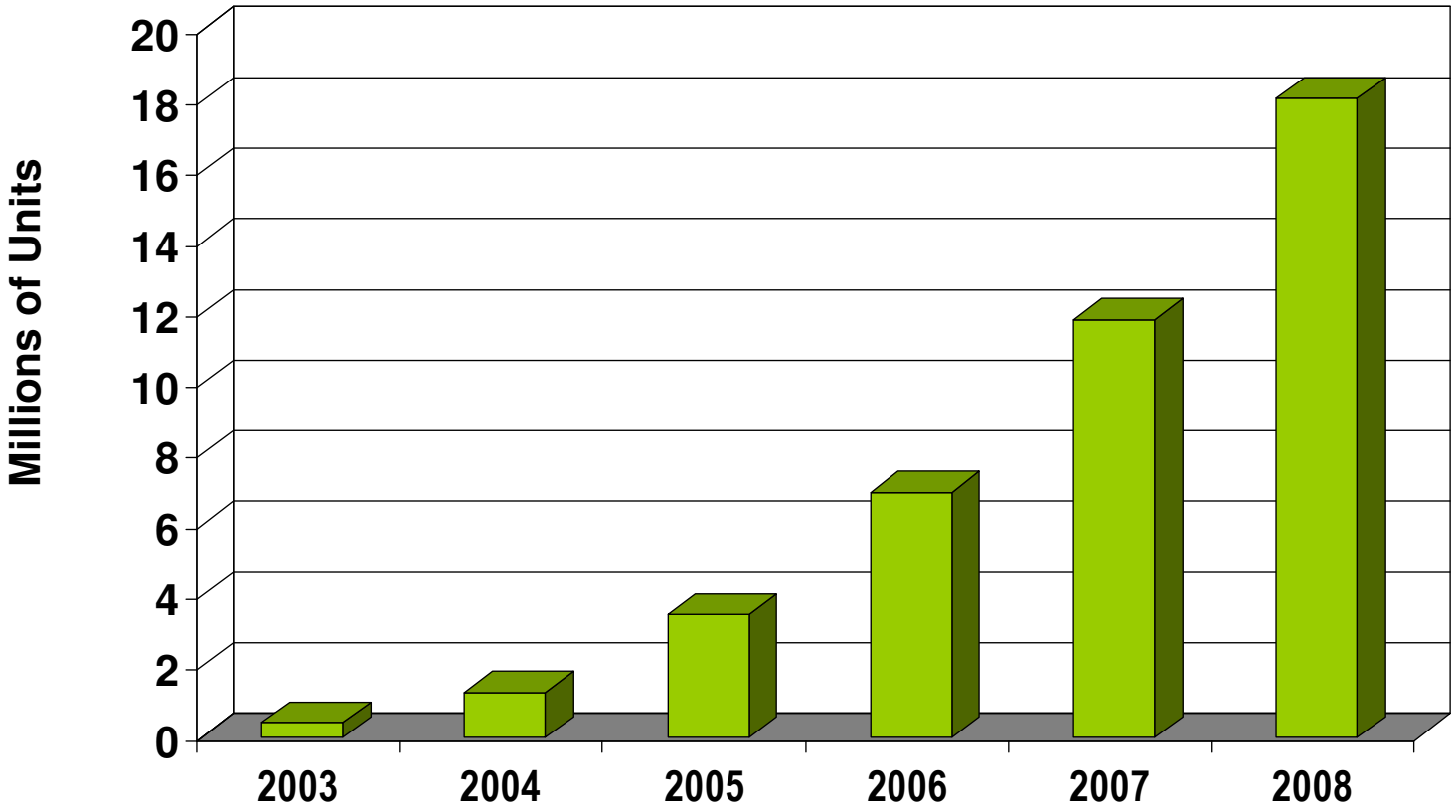
European Integrated DVR Installed Base



 Source: Strategy Analytics, March 2004

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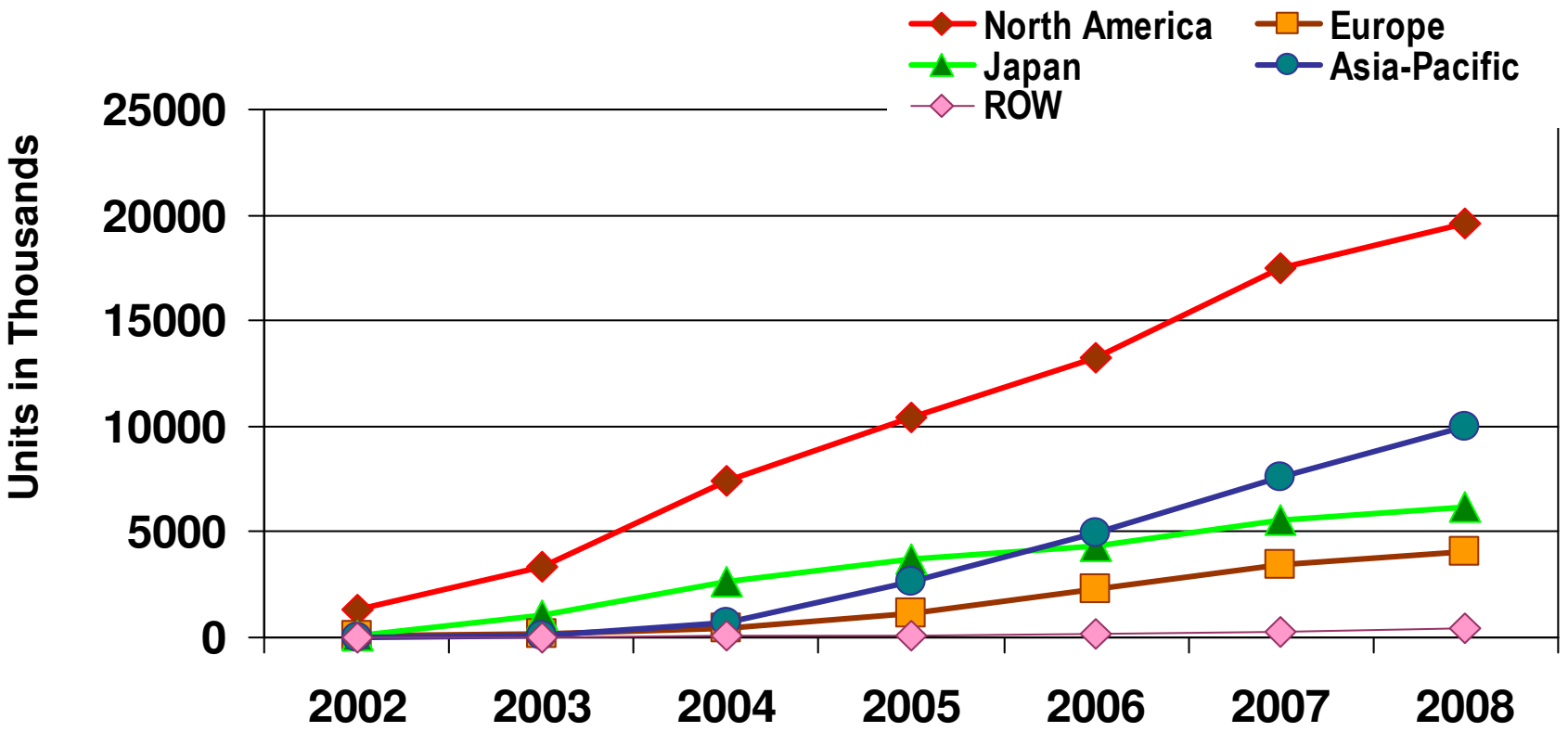
Worldwide PVR Unit Shipment Forecast



 Source: In-Stat/MDR, 4/04

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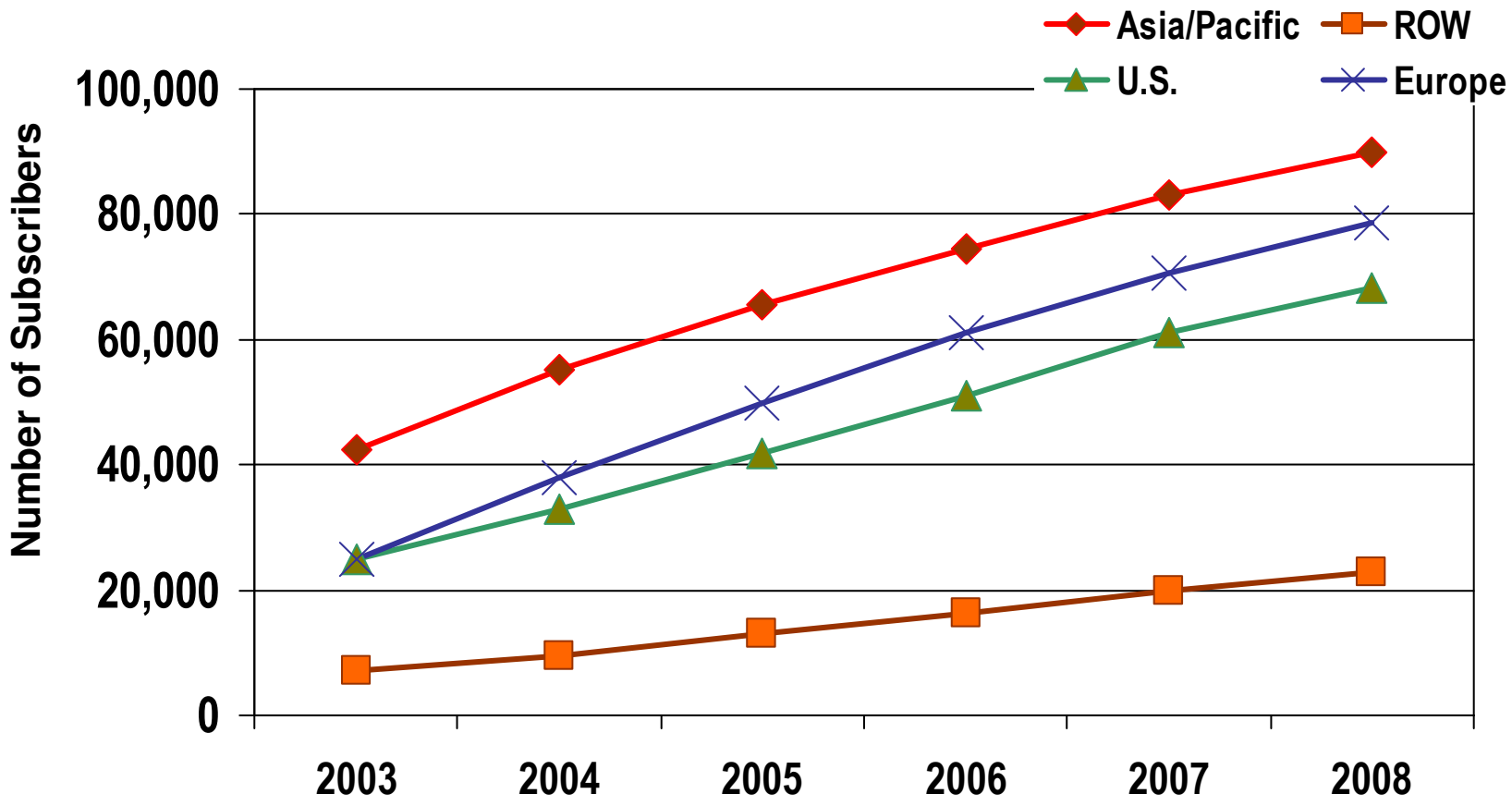
Worldwide Broadband Services



Source: "Worldwide Broadband Access Services 2004 – 2008 Forecast Update", IDC, July 2004

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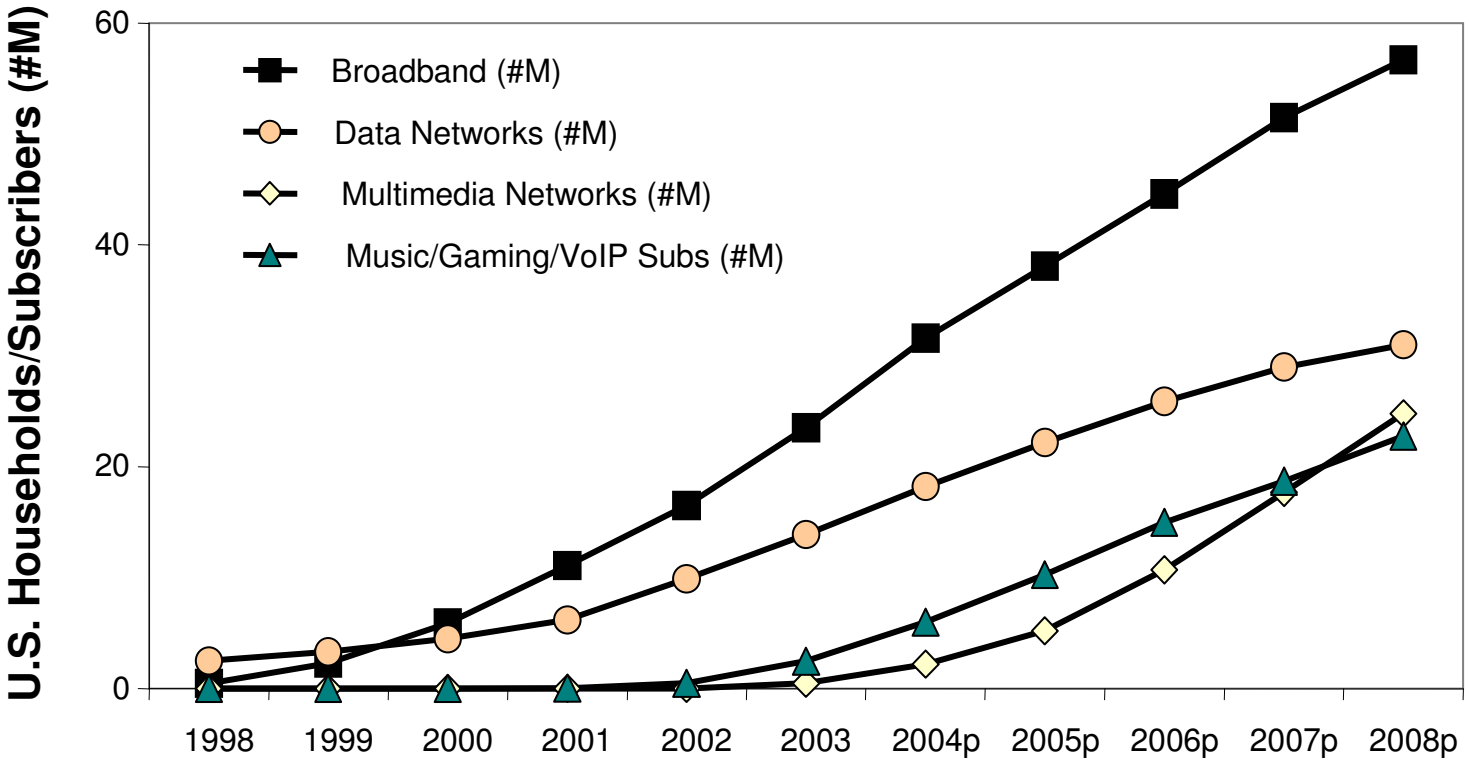
U.S. Digital Home Applications Growth



Source: Parks Associates' Research, © 2004 Parks Associates

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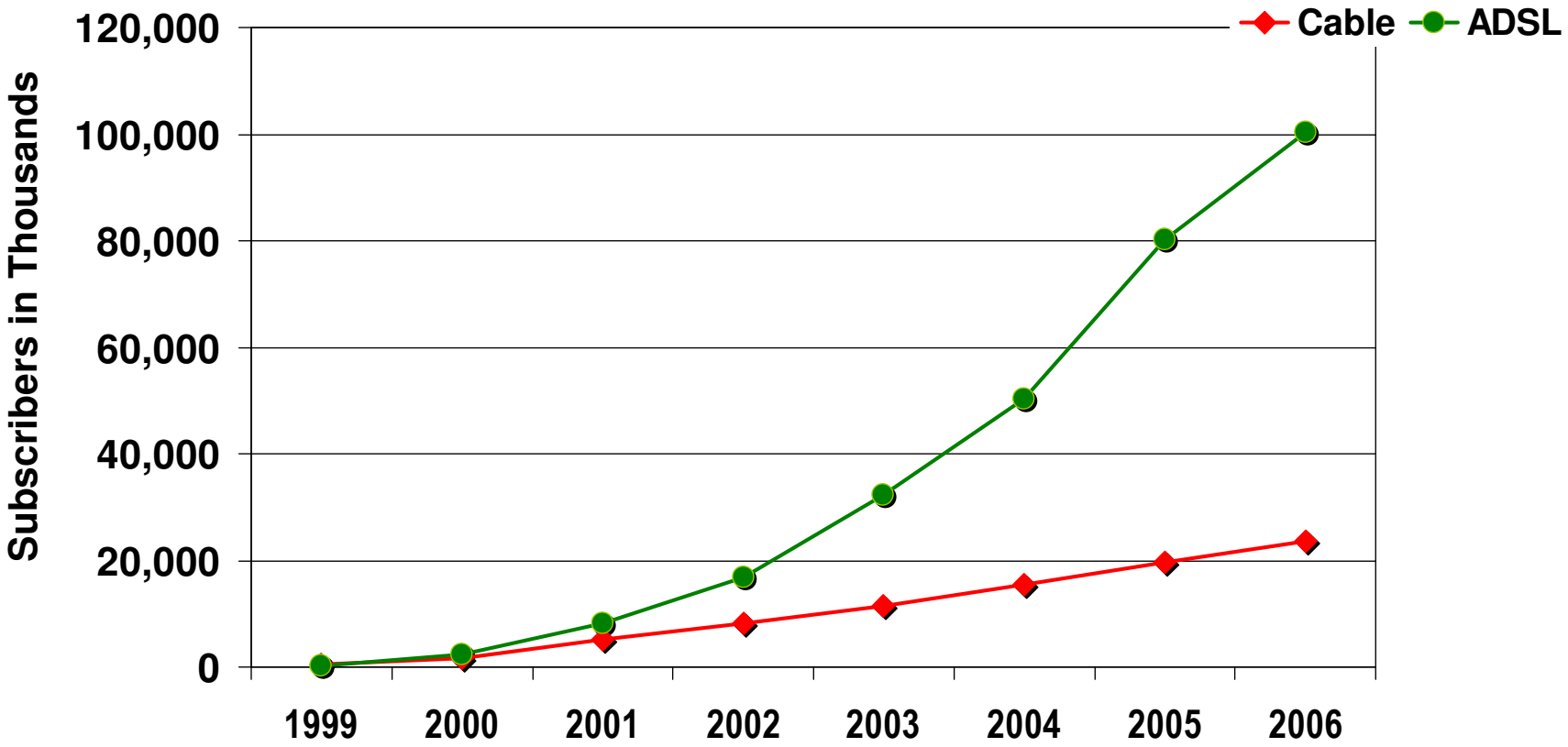
Growth of Asian Cable Modem and ADSL Usage



Source: Market Intelligence Center, a Taipei-based ICT industry research and advisory firm, 2004

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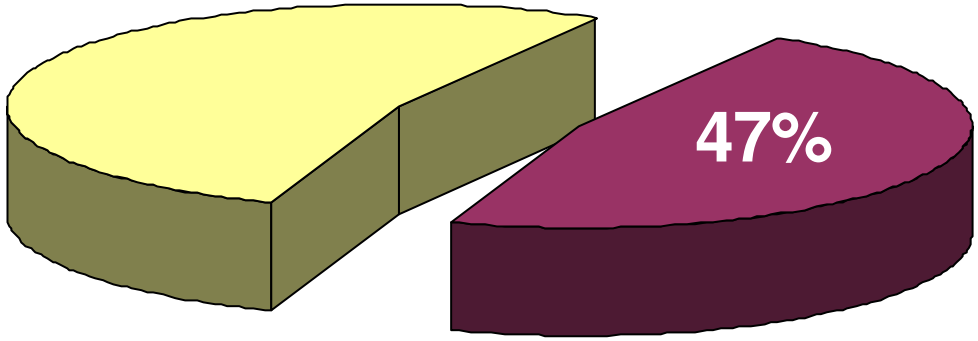
International Digital Home Applications Growth

Number of European Broadband Households with Home Networks by 2008[1]



1 "Europe's Homes Get PC Home Networking", Forrester Research, Inc., February 2004

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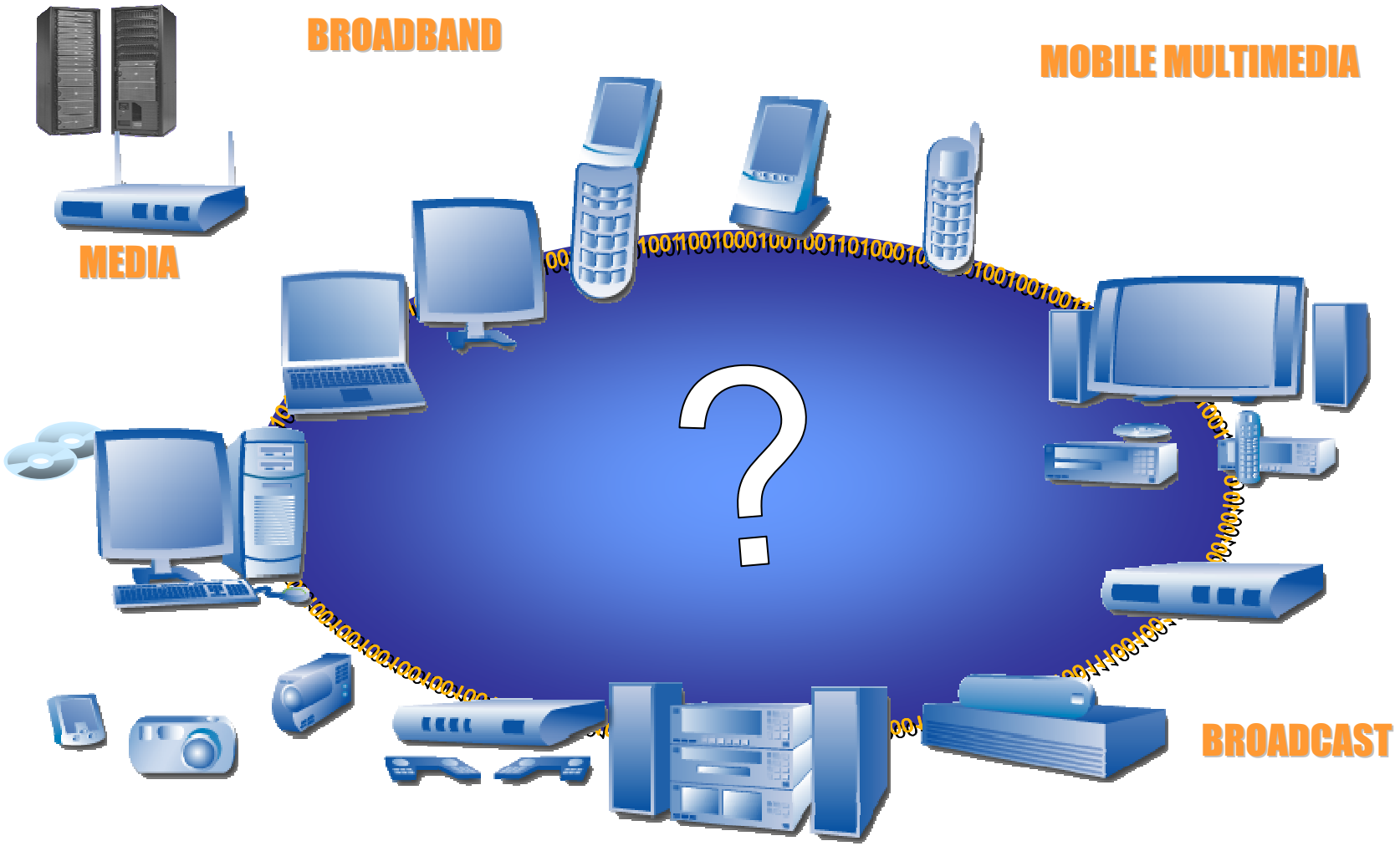
Future of the Home Network



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Enjoying Content in the Digital Living Network:

DLNA's Effort and Future Vision

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