

# Acceleration of Growth Strategy **JVC's Roadmap**

## JVC's mission

To communicate emotion with image and sound; To create new ways of communication

**JVC's mission is to propose new methods of communication, made possible by our technological expertise.**

## Core Competence

**High Quality**

**To offer highest quality image and sound to customers  
To offer new images and sounds**

## Technology to Be Strengthened **Network**

**To strengthen optical wireless network and MPEG technology  
Alliances with carrier and communication companies**

## Priority Businesses

Components

High-Definition  
Displays

Networkable  
AV Systems

Digital HD  
Storage

Entertainment

High-Definition Displays



Realization of amazing QXGA resolution by ILA Projector

**D.I.S.T.**

From high resolution to color management and scalability

Information Display Device in Network Era

Digital HD Storage



Only high definition recorder available in the world



Realization of low error rate by developing technologies such as High NA Single Lens

Storage Device for Home Server

Networkable AV Systems



World first optical wireless transmission of Hi-Vision images



First consumer Hi-Vision video camera in the industry

Acceleration of Mobile Network in HD

Components



Adaptation of fluid dynamic bearing for HDD motor



Optical pickup for DVD, equipped with original dual wave hologram device

Value Added for Own Finished Products

Entertainment



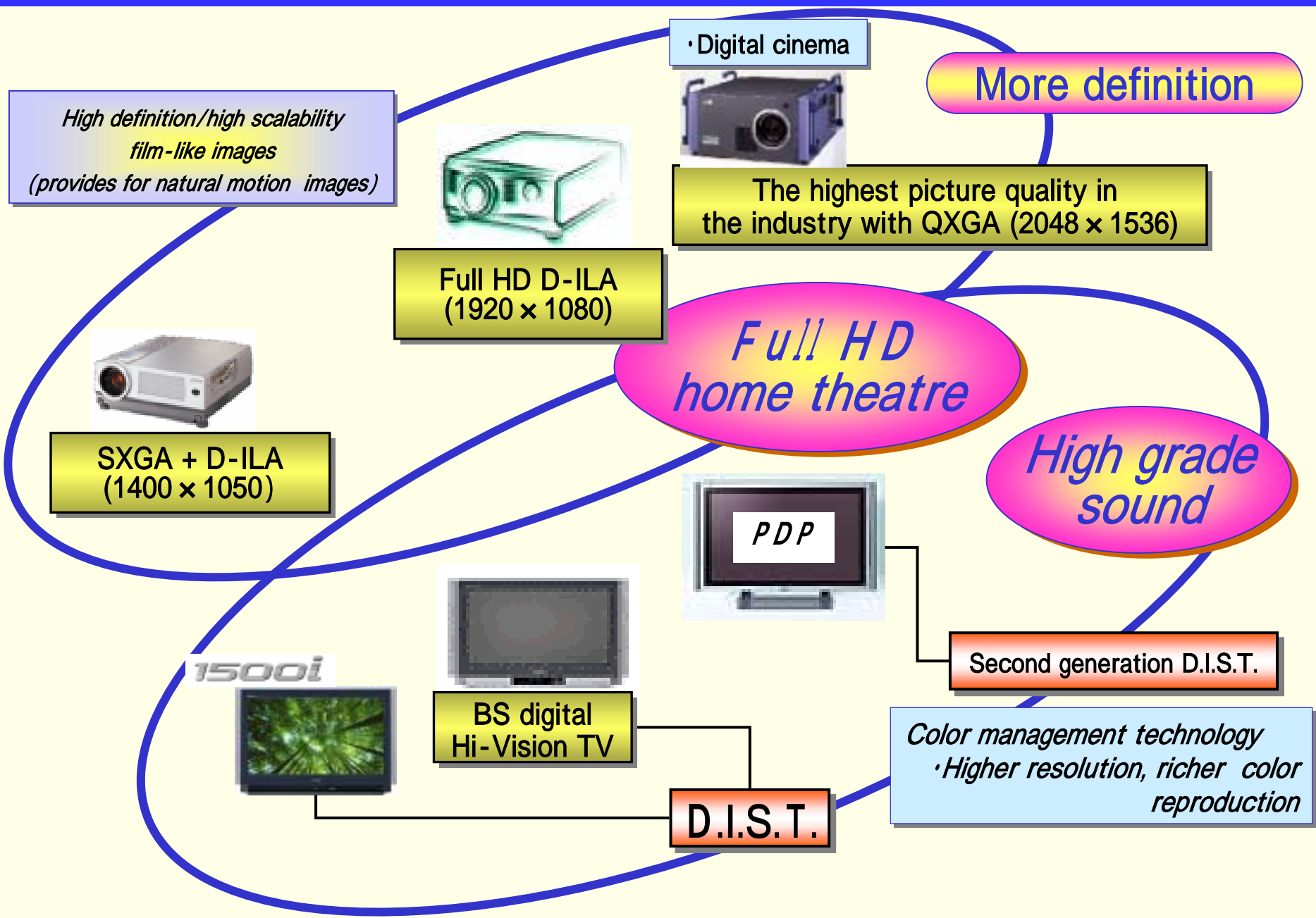
Abundant titles and know-how to promote artists



Concentration on digital media such as DVC/DVD RW/D VHS

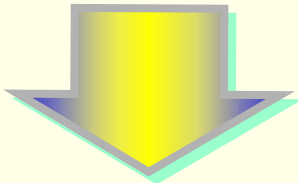
Value Chain Structure with Music Business

# High-Definition Displays Development Directions



## 01' D.I.S.T.

- 1 . *Improvement of resolution*
  - *High quality picture with 1500 Scanning lines (NTSC)*
  - *IP conversion*
  - *Three-dimensional interpolation*



## 02' Second Generation D.I.S.T.

- 2 . *Improvement of color scaling*
  - *Optimal color conversion with color management*
  - *Making high definition PDP / LCD*

Pursuing highest picture quality on all devices  
Optimizing with all JVC TVs and displays

Format Converter

Driver

*Introducing color management technology  
for professionals*

Digital Direct Transfer

130 MHz Image DSP

Digital Color Creation

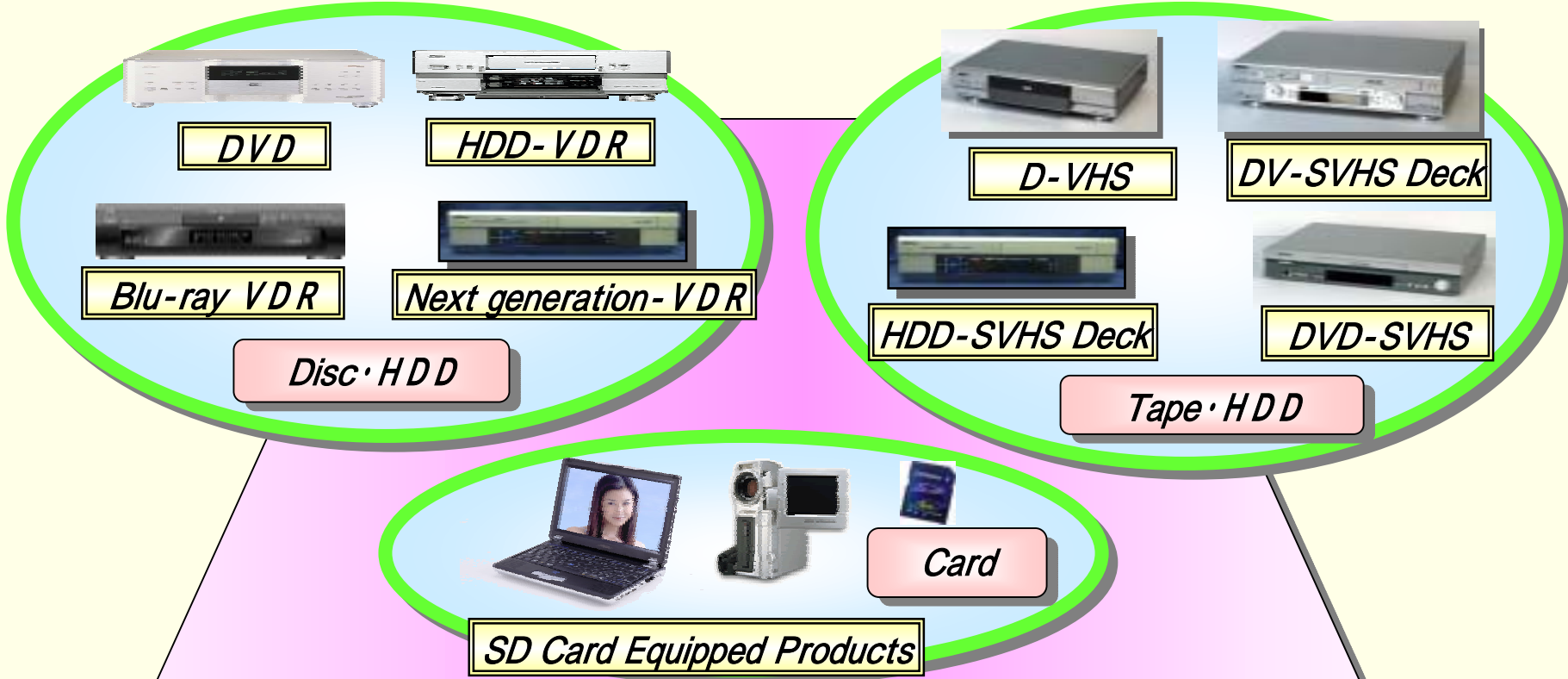
Resolve transfer loss problem by establishing a direct digital connection between the Hi-Vision signal to the D.I.S.T. core and terrestrial signals

- Realization of highly-detailed picture by reducing noise and color blur

Incorporate newly developed PDP driver and digital color Creation capability

- Ability to independently adjust colors that the human eye is very sensitive to, such as skin color, green for vegetation or blue for the sky or ocean

# Digital HD Storage Development Directions



Reinforcement and support of audio/visual recording business by comprehensive strategy

**Format**  
 MPEG-2  
 MPEG-4  
 H.264

**Hardware**  
 D-VHS  
 VDR  
 MOVIE  
 CARD player

**Components**  
 Optical Pickup  
 Dual Wave Hologram  
 Fluid Dynamic Baring Motor  
 VIL PWBs

**Media**  
 Next Generation Disc  
 Tape  
 Card

**Contents**  
 Pre-Recorded  
 Movie Software  
 Music Software

# Dual Wave Hologram Device

- Original X layout (patent pending)
- Original hologram structure using different waves

