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iVDR Consortium

iVDR is approved as International Standard media - Toward global use and broadening of application field -



The iVDR ^(Note 1) Consortium (Chairman: Fumio Kugiya) has promoted activities for approval as the international standard since October 2007, aiming at global use and development of iVDRs. On 25th October 2009, the standard for the iVDR cartridge (Standard type), which defines the physical dimensions including external dimensions, interface pin assignment, use environment, etc., was approved as international standard by the ISO/IEC joint technical committee ^(Note 2). Formal publication of this standard is scheduled early next year as the International Standard "ISO/IEC 29171". Thus, conforming to this international standard, we now can maintain compatibility among iVDR cartridges not only in Japan but also worldwide.

So far, the iVDR Consortium has made every efforts to position iVDRs as high-speed and large-capacity removable media, sharing various types of digital contents including movies, music and software programs in wide range of fields such as consumer electronics appliances, IT devices and in-vehicle systems for the digital high-definition era and to promote use of the standards for the iVDRs and expand the application field. The iVDRs have been already adopted to digital terrestrial high-definition TV sets, high-definition recorders, PC peripherals and other consumer electronics appliances in Japan, and also, the adoption to high-definition video cameras for broadcasting, high-vision transmission, storage and editing system and other commercial devices is happening in foreign countries.

In addition, the TBT agreement (the Agreement on Technical Barriers to Trade) of the World Trade Organization (WTO) came into effect and the member countries were obligated to examine procurement based on the International Standards in principle. Since then, the International Standards have become much important due to change of the international environment such as increase of the member countries. In this sense, it can be said that the International Standards are essential for future business development.

(Note 1) iVDR: information Versatile Device for Removable usage

(Note 2) ISO/IEC Joint Technical Committee: Responsible for standardization of the standards for information processing field. ISO is the abbreviation of International Organization for Standardization, and IEC is the abbreviation of International Electrotechnical Commission.

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Approval of the iVDR standard as the International Standard enables not only Japanese companies but also companies in all countries to develop iVDR products by referring to the iVDR standard at any time, and therefore, further use and expansion of the market for iVDR are expected in the future. By gaining a foothold in the current situation where high-definition contents accelerate extension of the application, the iVDR Consortium would like to further promote international standardization activities for upper layers of the iVDR standards and establish the foundation for each member companies to grow their business more and more.

Glossary

- WTO: World Trade Organization
- TBT Agreement: Agreement on Technical Barriers to Trade

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About iVDR Consortium

The iVDR Consortium was established in March 2002 for the purpose of establishing the standards for removable media and promoting the use of them. Furthermore, the iVDR have been aiming to realize a platform for carrying around large-capacity data such as high-definition contents in a broad range of industrial fields ranging from AV products to PCs at will. There used to be 8 member companies, however, as of October 2009, 35 member companies (27 companies in Japan and 8 companies in overseas) now belong to the Consortium.

There are two types of iVDRs: cartridge type for carrying it around and built-in type for incorporating it in devices. As to the cartridge type, the standards for 3 types (iVDR EX, iVDR Standard, iVDR Mini) have already been established. The iVDR-S designed for recoding of digital broadcast programs adopts the SAFIA ^(Note 3) technology as the content protection system. This is the first removable media that enables to transfer the recorded contents from iVDR device to iVDR device as many times as you want. For details, please visit the iVDR Consortium website. URL: <http://www.ivdr.org/>

(Note 3) SAFIA (Security Architecture For Intelligent Attachment device) is the content protection technology for digital TVs and digital audio presented by the SAFIA license group.

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