

ハイビジョン時代のiVDRパーソナルレコーダ

New opportunity of iVDR Personal Recorder in the HD life style

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Background

- **Rapid penetration of HD content in digital broadcasting and broadband service**
- **Large capacity of media fit for the HD contents**

HD broadcasting : NHK100%, Other stations 78%

Requirements

- **Free from the limited capacity**
- **Adapt to the integrated environments of broadcast and broadband**
- **Carry around HD contents with you anywhere**

Technologies

- **Standardized removable HDD**
- **Content protection**

- **iVDR Consortium board member**
- **SAFIA Licensor**

Ubiquitous video lifestyle to carry and enjoy large HD contents anywhere from a family room to a car or to outdoor



※Total 1185 samples (849 males, 336 females)

●Type of recorders in daily use

• have some type	92%
(HDD+DVD	82%)
(High-definition	33%)
• BD	8%



- Not yet many high-definition recorders

●Frequency in use

• everyday~twice a week	55%
• Three to six days a week	23%
• recording time :	
less than10 hours a week	79%



- Many use everyday and record about one hour a day.

- Recording amount per month is over 200GB.
- The disk becomes full soon unless watch and delete daily and promptly.

● More than two TVs in a house ?

- Own more than two TVs **75%**
 - have a recorder for the 2nd TV among them **45%**
- Type of the 2nd recorder
 - 1. VCR **53%**
 - 2. HDD / HDD+DVD **38%**
 - (High-definition **14%**)
 - 3. HDD / BD **3%**

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- Many own more than 2 TVs, but the most of recorders for the 2nd TVs are still a hand-me-down old type such as a VCR.

● Unsatisfactory points of the recorder in current use ?

- 1. Cannot increase HDD capacity, nor change a HDD **34%**
- 2. Cannot carry and view the content recorded in HDD in a different room **26%**
- 3. High-def content recorded in a HDD becomes of poor quality **24%**
- 4. Copy from a HDD to a DVD or a BD is a pain and time-consuming. **23%**

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- Unsatisfactory points of the recorder in use are
 - 1) capacity
 - 2) cassette
 - 3) fast copy

• and can be solved by iVDR

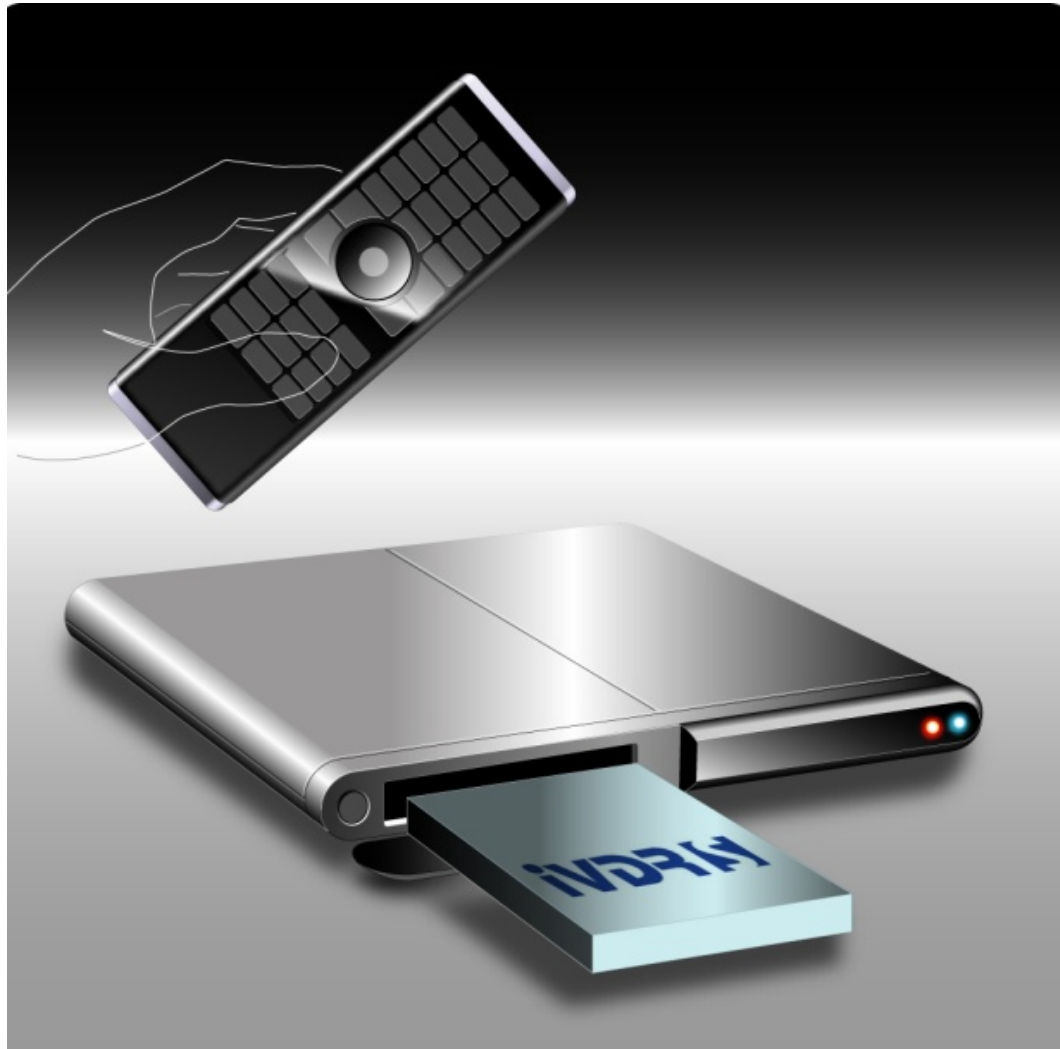
SANYO's answer is

iVDR



- **Embedded HDD becomes full soon**
Increase the capacity easily by a new iVDR
- **“MY” iVDR**
No worry that contents are deleted by somebody else.
Get series of TV programs together in one iVDR
- **Sports and movies are kept in high definition quality**
Long-time recording of full-spec high definition in a large capacity of iVDR.
- **High definition video library forever**
Good-bye my favorite videos at switching to a new recorder ?
No worry in case of iVDR
- **From a living room to a bed room, from a bed room to a car**
An iVDR ubiquitous video life
- **Exchange iVDRs among friends**
New style of entertainment world

2009 Summer (plan)



At Home

● Family room

iVDR recorder

タイムシフトも自由自在。
好きな番組を
好きな時間に
好きな場所で

ひとりひとりが
MYDISCで楽しむ



● Bed room

iVDR TV

好きな部屋のテレビで
楽しむ

In a Car

iVDR Car TV



長時間ドライブでも
子供映画上映で退屈なし。
ドライブ中のデジタル録画も
OK

Outdoor

● Resort hotel

iVDR Theater TV

旅先で疲れたら、
お部屋のシアターで
上映会

iVDR movie

録画時間はDVDの53倍。
残り時間を気にせず
たっぷり撮れる



● Friend house

iVDR recorder



友人との貸し借りも、
高画質iVDRなら
さらに楽しい

In Store

● Rental video shop

iVDR writer

ダウンロードレンタルで
返却不要！ハイビジョン
だってOK