

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

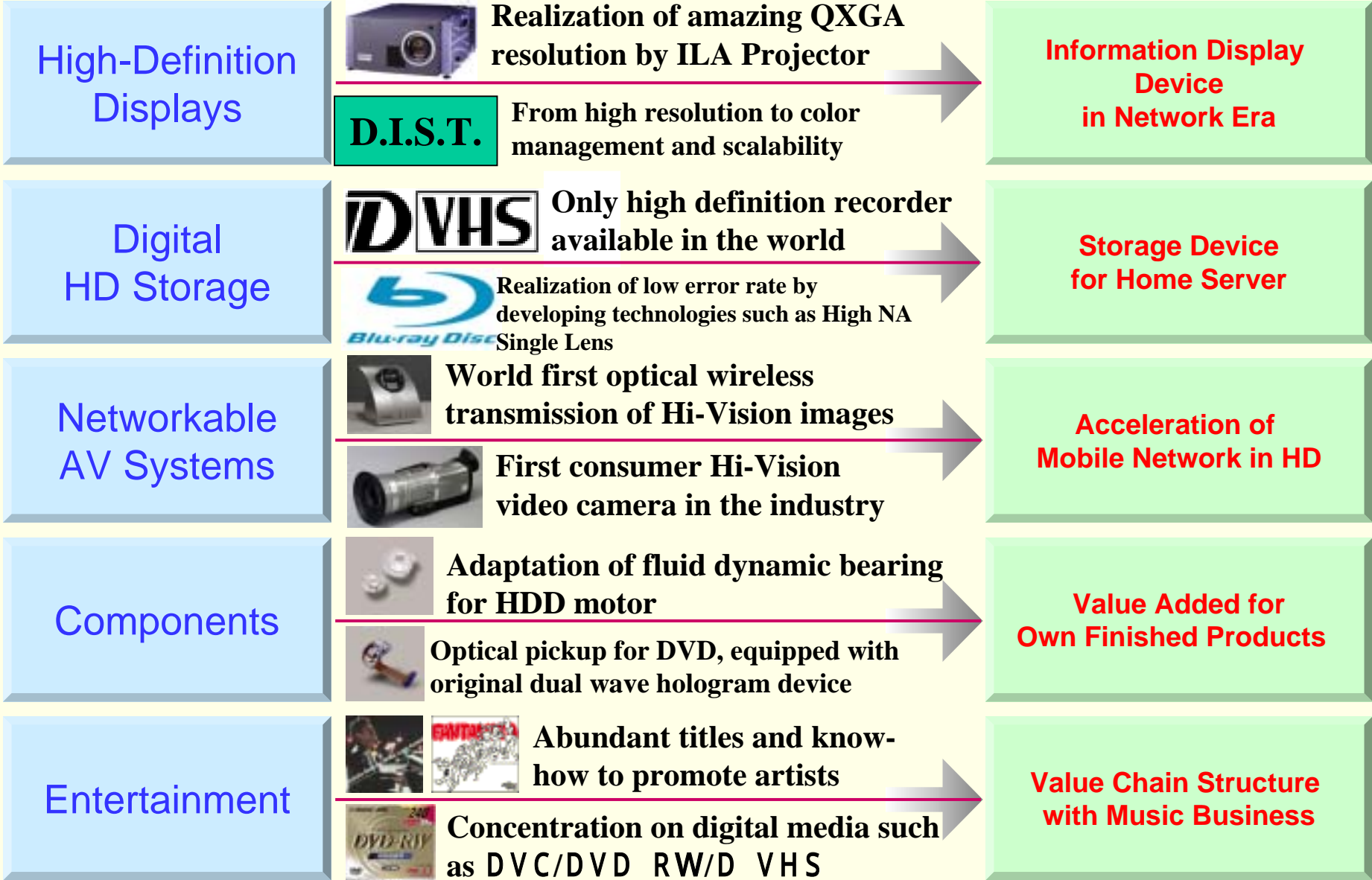
Components

High-Definition
Displays

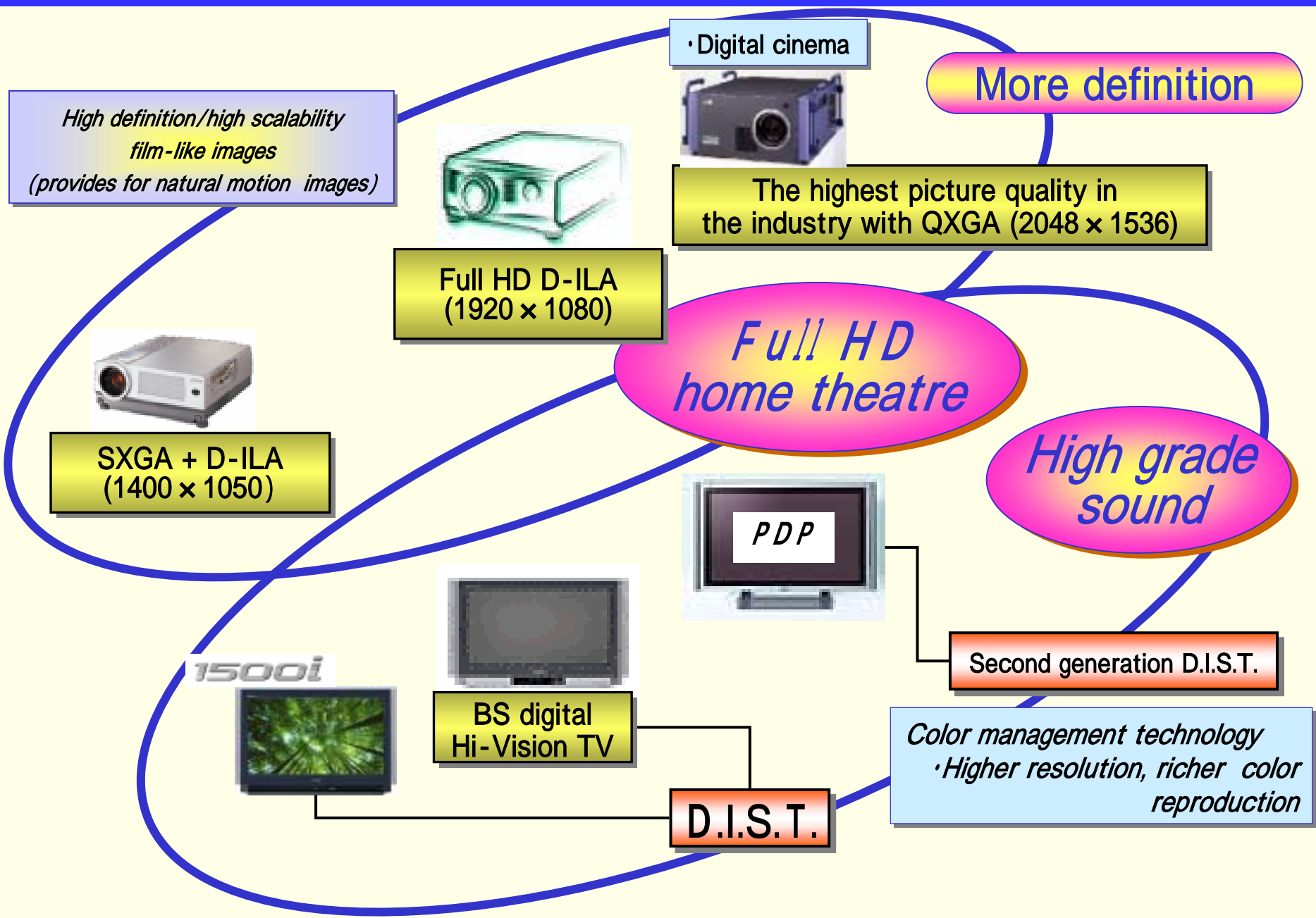
Networkable
AV Systems

Digital HD
Storage

Entertainment



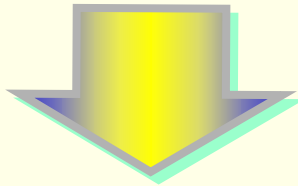
High-Definition Displays Development Directions



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

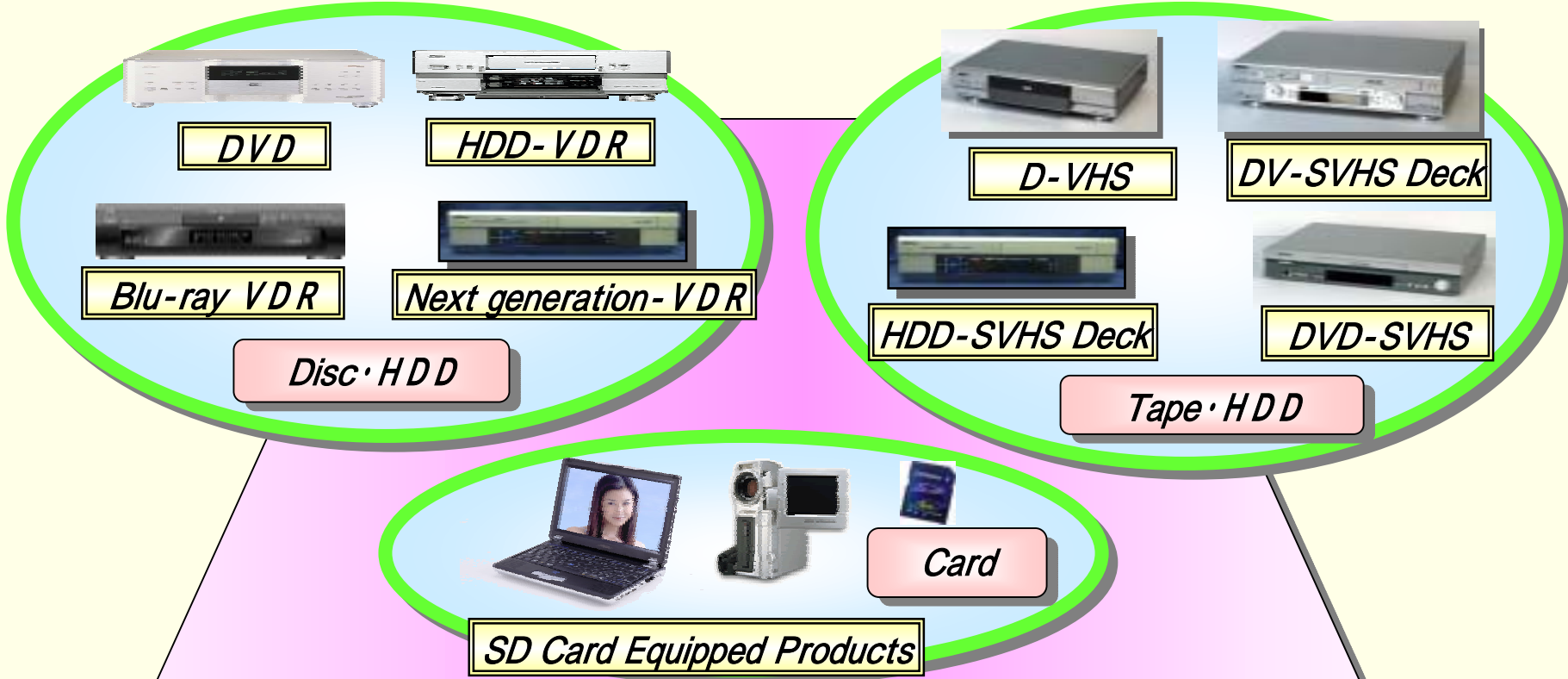
Resolve transfer loss problem by establishing a direct digital connection between the Hi-Vision signal to the D.I.S.T. core and terrestrial signals

- 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

