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







Acceleration of Growth Strategy Key Businesses

High-Definition Displays



Realization of amazing QXGA resolution by ILA Projector



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



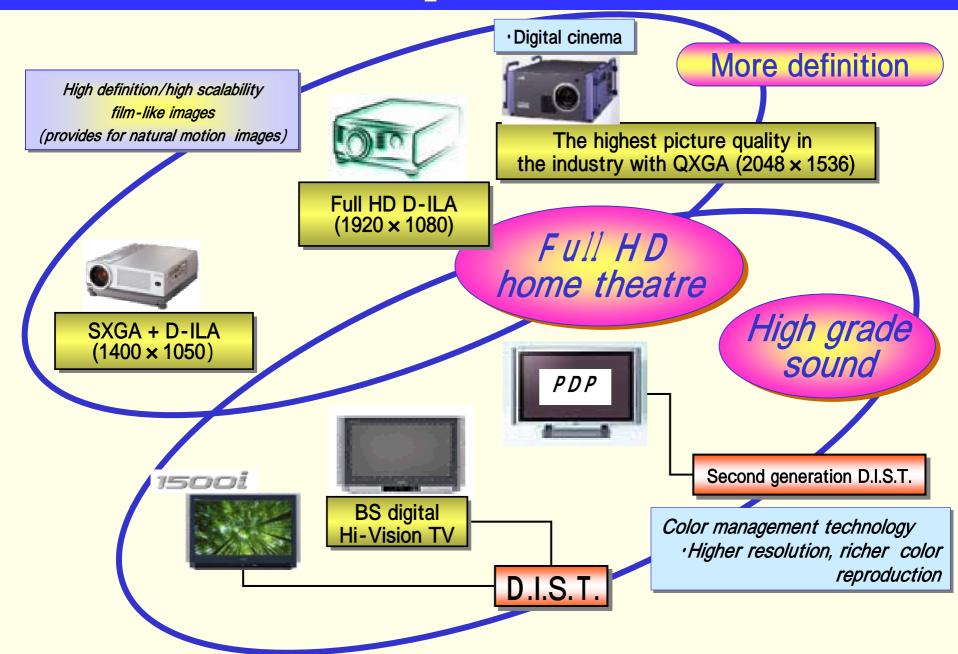
Abundant titles and knowhow to promote artists



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

Value Chain Structure with Music Business

High-Definition Displays Development Directions



High-Definition Displays D.I.S.T. (Digital Image Scaling Technology)

D.I.S.T.

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

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

Format Converter

Driver



02" Second Generation

D.I.S.T.

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

Introducing color management technology

for professionals

Digital Direct Transfer

130MHz 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



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

Digital HD Storage Dual Wave Hologram Device

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

