

# PROFESSIONAL ELECTRONICS

JVC has traditionally provided products essential to production at broadcasting stations including video cameras and video tape recorders (VTRs). Recently, the Company introduced encoders and decoders as a transmission system for digital broadcasting. Thanks to our marketing efforts, we became a provider of encoders and decoders to all of the eight BS stations in Japan that are to begin broadcasting in December. This achievement was made possible by products that maximize JVC strengths in high-quality image management and compression technology. Experiments in the digitization of terrestrial broadcasting have begun in ten locations in Japan, and five of those locations employ JVC products. The Company will advance technological development and conduct aggressive marketing in anticipation of an increase in production companies in line with the emergence of full-scale digital terrestrial broadcasting and heightened demand for content, as well as the expansion of overseas markets.

As communications networks grow in capacity, the transmission of large volumes of data for high-quality images is expected to sharply increase in fields beyond broadcasting. Encoders and decoders, which compress and decompress data, are likely to be employed on both ends of transmissions. By slightly changing the specifications of encoders and decoders for broadcasting, we will support the transmission of data between corporate bases, schools, production companies and broadcasting stations.

Used in production, demand for the D9 (Digital-S series)-compliant professional camera is strong mainly overseas. A total of 20,000 units are employed in 350 stations around the world. Projecting growth in content creation, JVC will aggressively promote the PROFESSIONAL DV series—high-performance digital camcorders that are light and easy to use. Widely received for their functionality in connecting directly to networks, sales of the



#### HDTV DECODER

The HDTV Decoder boasts the world's smallest size, compatible with EIA rack 1U. It is compatible with 1080i, 720P, 480P and 480i HDTV formats.



#### PROFESSIONAL DV CAMCORDER

The lightweight mini DV format professional camcorder features functions ranging from recording to editing and playback in a compact body.

## Positioning Our Leading Products in Anticipation of Full-Scale Digital Broadcasting

PROFESSIONAL DV series increased primarily in the United States from the latter half of last year. Ensuring volume in the current term, JVC plans to increase market share by enhancing price competitiveness through cost reductions achieved from overseas production and mass production.

Converters are a product expected to grow substantially in the near future. At the onset of the digital era, insufficient content has become a concern. As a way to continue using accumulated content, we will aggressively promote converters that effortlessly convert conventional quality images to high-definition quality images, and, as long as traditional broadcasting continues, converters that convert high-definition (1080i/720p) quality images to standard definition (480i/480p) quality images.

Content management and databases are indispensable in effectively utilizing content at broadcasting stations. Employing changer technology developed for karaoke machines, DVD archives provide a solution to content management by creating a database of up to 600 stored DVDs. DVD archives have attracted attention from organizations that accumulate large volumes of data, including libraries and hospitals in addition to broadcasting stations.

JVC is also nurturing promising products related to wireless optics. Latent demand to change from wired to wireless homes and offices is strong. We are advancing research and development in both optical and radio technologies. JVC is focusing research and development that will make the home network a reality, namely wireless optical technology, which possesses higher frequencies than radio waves, thus affording a higher potential transmission capacity. Convenience will increase significantly, as 10 MB transmission capacity has already expanded to 100 MB.



**D-ILA PROJECTOR**  
This D-ILA Projector boasts true S-XGA graphics at 2000 ANSI lumens in addition to the full range of standard professional specifications.



**NETWORK CAMERA**  
This network camera is compatible with Web servers on the Internet and LANs and WANs as well.