

## 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  
A V Systems

Digital H D  
Storage

Entertainment

## High-Definition Displays



Realization of amazing QXGA resolution by ILA Projector

**D.I.S.T.**

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

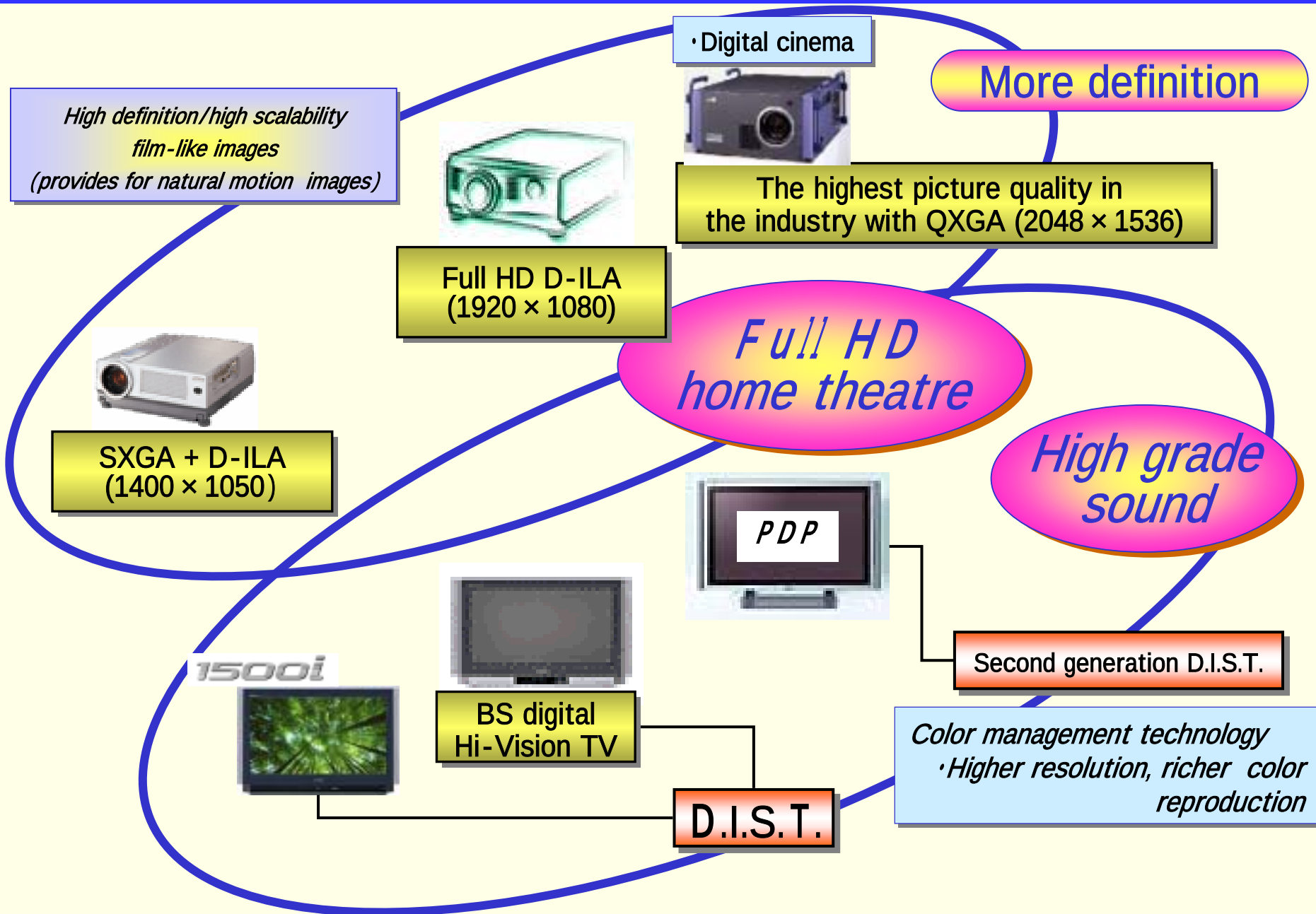


Abundant titles and know-how to promote artists



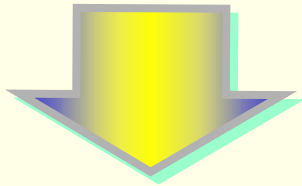
Concentration on digital media such as DVC/DVD-RW/D-VHS

**Value Chain Structure  
with Music Business**



**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

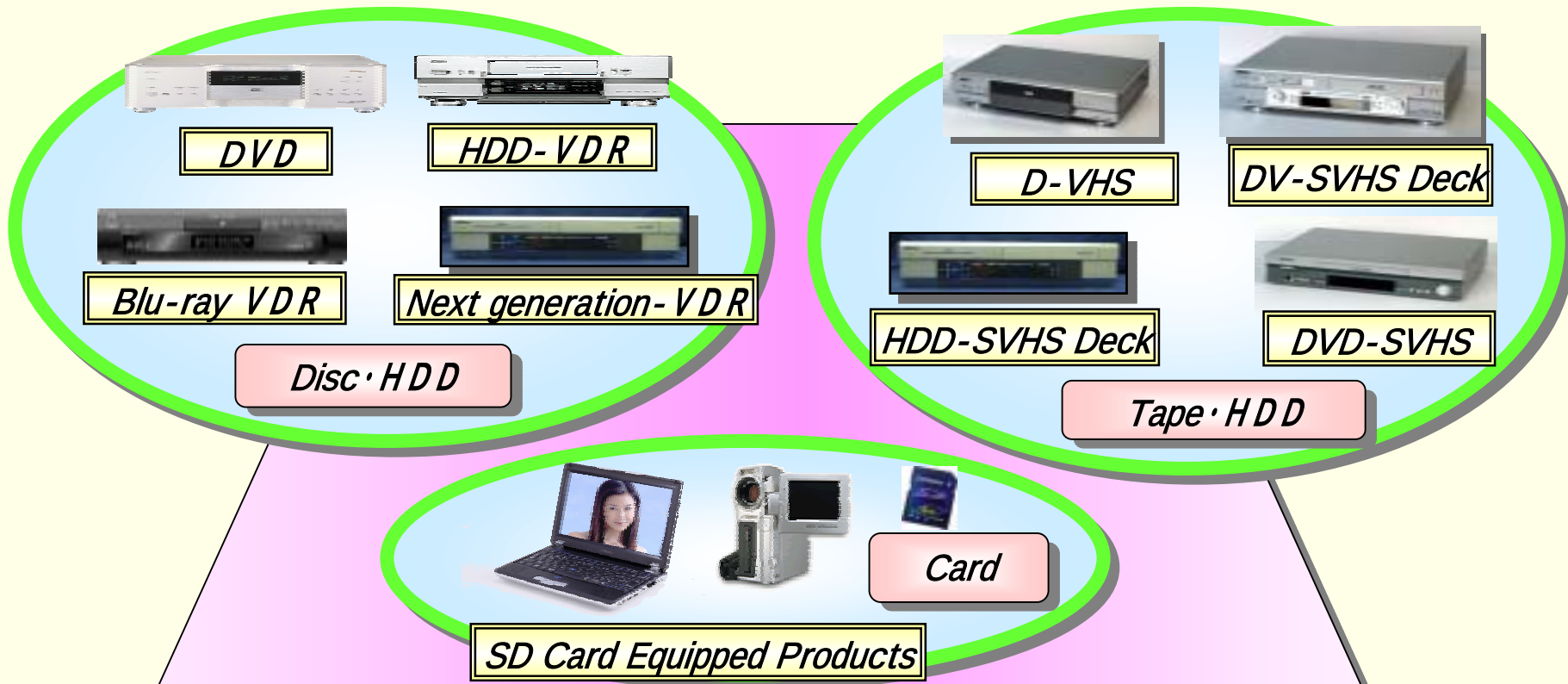
Format Converter

Driver

**Introducing color management technology  
for professionals**

Digital Direct  
Transfer130 MHz  
Image DSPDigital 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



## 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

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

