

Who Owns the Living Room?

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Who Owns the Living Room?

- » First, we must ask who is the "User" of the living room?
- » Assertion: This issue is about the consumer and content, and the enjoyment of content, in the living room or elsewhere.

The DLNA Vision



BROADBAND

Entertainment,
E-Business, IPTV Services

MOBILE MULTIMEDIA

Entertainment,
Personal Pictures and Video,
Services



**Consumers want their
devices to work together
and share content**



MEDIA

Pre-Recorded Content
Personal Media



BROADCAST

Services,
Entertainment

The DLNA Vision

- » Consumer friendly home networks
 - Consists of IT, CE and Mobile devices
 - Content shared between devices from different manufacturers
 - A platform for the distribution of personal content
 - A platform for services and commercial content

The DLNA Approach

The background of the slide features a grayscale image of a clapperboard in the upper left, a director's chair with a 'DIRECTOR' sign on the backrest in the middle right, and a black megaphone in the lower center.

- » Deliver design guidelines based on a framework of open standards to ensure interoperability between manufacturers' devices
- » Provide a common baseline of media formats (to ensure interoperability at the media level)
- » Accelerate market acceptance through compliance testing

CE observations

- » The Consumer will attach a diverse array of devices to their home network
 - There cannot be one “owner”
- » They will get their content from multiple sources, based on:
 - Cost
 - Ease of acquisition
 - Flexibility (usage rules)
- » HOT Issues:
 - Device Interoperability
 - Service and Support
 - QoS
 - DRM interoperability
- » Industry must resolve the issues together, not individually
 - For example: Multiple QoS implementations on a home network = No QoS