

## 1394 TA Study Group Will Review Benefits of MPEG-4 Over IEEE 1394

A new study group has been formed to investigate the need and demand for a new specification to transport MPEG-4 video over IEEE 1394. The group will identify which parts of the MPEG-4 standard are applicable, and review strategies for possible implementation. It will be organized and operated under the direction of the TA's Architecture Work Group, chaired by Peter Johansson. Don Harwood of Oxford Semiconductor will direct the MPEG-4 over IEEE 1394 project. The group will meet regularly beginning in March to complete its evaluation and report the results to the Architecture Work Group.

The first step is a review of the MPEG-4 standard with a specific focus on the H.264 advanced video codec, which was developed by the Moving Pictures Experts Group and International Telecommunications Union (ITU). The codec is designed for a full range of applications including HDTV, 3G mobile multimedia, video conferencing and others. Potential strategies for a useful specification include the transport of MPEG-4 in 'native' form over 1394, or extension of the IEC 61883-4 standard, which already specifies MPEG-2 encapsulation for 1394.

Delivering MPEG-4 video over IEEE 1394 would extend the popular, proven audio-video standard, which is now included in hundreds of different digital TVs, DVD recorders, set top boxes, PCs, camcorders, hard disk drives, and other consumer and computer products.

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## REPORT FROM THE EXECUTIVE DIRECTOR

The 1394TA has just returned from the EH Expo show in Orlando. We had a steady stream of interested people in the booth and continue to see strong interest in 1394 for Home Networking. Attendees easily understood the value of guaranteed bandwidth for HDTV and most agreed that Ethernet has a lot of challenges remaining before it is suitable for Home Entertainment Networking. On several occasions, people returned to the TA booth with co-workers to educate them on the advantages of the 1394 Home Networking solution. We also had several very enthusiastic 1394 supporters who raved about the virtues of 1394 and expressed eagerness to use it for Home Entertainment Networking.

The 1394TA continues to see a net growth in members, particularly from the smaller companies. Very soon we will be conducting an on-line survey to determine ways to offer more value to our membership. Please look for email on this and help us serve you better by participating in this short survey.

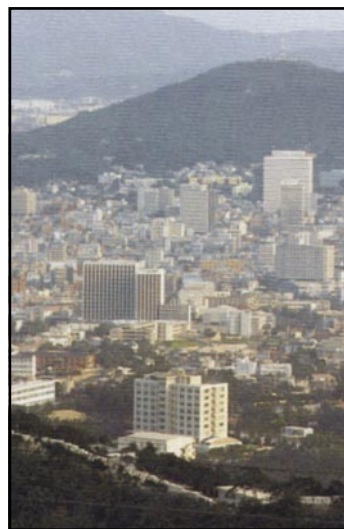
– James Snider



The 1394 Trade Association attended EH Expo with a new booth that focused on the Association including standards, benefits to members and strength as a global resource for 1394 information and expertise.

## Samsung to Host Second Quarterly Meeting in Seoul, Korea

The 1394 Trade Association's second quarterly meeting will be held April 18 – 21 in Seoul, Korea. Samsung is sponsoring the meeting at the Renaissance Seoul Hotel. This will be the second time that Samsung has hosted the meeting in Seoul. The first was in April 1998 at the Shilla hotel and is still considered one of the TA's most productive and successful meetings. For details on registration, hotel and required travel documents please visit <http://www.1394ta.org/Events/QuarterlyMeetings/q22005.htm>



The second quarterly meeting will be held April 18 – 21 in the city of Seoul, Korea.



At the 1998 meeting Seoul's popular midnight market became an after hours gathering place for everyone to meet and enjoy local cuisine.



## Peter Johansson Represents TA at Intel Developers' Forum Conference

Peter Johansson, chair of the Architecture and Wireless Work Groups and a new TA board member, appeared as part of a panel at the spring Intel Developers' Forum March 1, to present the benefits of 1394 for wireless product development.

Entitled "Delivering the Common UWB Platform", the panel featured a wide range of Ultra-wideband presentations focused on how to fit UWB into the digital home. Peter's talk, entitled "Ultra-wideband 1394: Building on Today's Accomplishments," presented the basic structure and benefits of IEEE 1394 for wireless applications, with a focus on infrastructure features including quality of service, home networking bridges, and the complete set of commands for A/V devices developed by the Trade Association. These features position

1394 as an excellent enabler for wireless communications and control, beginning with the Protocol Adaptation Layer, designed as a standard convergence layer between the 802.15.3 MAC and applications developed for wired 1394.

Peter detailed the benefits of the PAL, describing it as a 'shim' between the Ultra-wideband PHY/MAC layers and a wireless application, noting that it mimics the high-level behavior of the target protocol. Firmware developed for wired IEEE 1394 products can easily migrate to UWB products, with minimal re-engineering from wired to wireless 1394. Adapting the existing 1394 infrastructure, he said, is an excellent alternative to creating an entirely new UWB infrastructure.

Other panelists included Jeff Ravencraft of Intel, representing wireless USB; Kursat Kimyacioglu of the MBOA Alliance/WiMedia; and Kevin Kahn, a fellow at Intel Corporation. The IDF was held in San Francisco March 1-3.

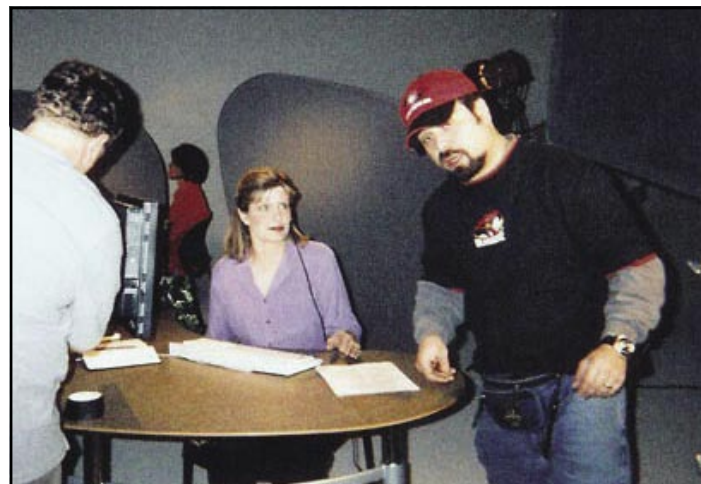
## Grass Roots Subcommittee Produces Training Video for Cable Content Providers

In October 2004 the Marketing Working Group formed a Grass Roots Subcommittee consisting of Angela Lee of Mitsubishi; Richard Mourn of Quantum Parametrics; Eric Anderson, Apple; Hans van der Ven, Panasonic; Dave Thompson, Agere; Cecelia Smith, TI; Richard Davies, IPRA; James Snider, executive director, 1394 TA and Brian Eble, Brand Animal. The subcommittee was tasked with developing a training program for cable content providers to use to train their CRM and field installers on 1394's role in the home network. It also was to include a simple explanation of the FCC mandates affecting IEEE 1394's implementation in new CE equipment and products. Each of the major cable content providers -- Adelphia, Bright House, Cablevision, Charter, Comcast, Cox, and Time Warner -- were contacted about the idea, and each agreed to having the TA conduct a training program.

But because Comcast, Cox and Time Warner each have more than 100 trainers located across the U.S., it would be impossible for members of the TA to go to each location and perform the training using a PowerPoint presentation.



By using a JIB the camera is able to float from the front of a product around to the back where it ends on the 1394 interface. This effect was also used on the 1394 enable products on the stack.



An actress plays the role of a cable company customer service representative. She walks the viewer through 1394's leadership in the home network that includes brand names, competitive comparisons and an explanation of the FCC mandates.



1394 CE devices for the video shoot were donated by Thomson, Motorola, JVC, Pioneer Elite and PureAV.

The answer: a video to present the information, which also means trainers are not required to do anything more than run the video for their CRM and field installers.

On February 25, Brian Eble, MWG chair, shot the 1394 home networking video. It will be used by cable content providers for training customer service representatives and field installation people in understanding 1394's role in the network. Product for the video was shipped to Chicago from leading CE manufacturers including Thomson, Motorola, JVC, Pioneer Elite, PureAV and office furniture manufacturer Bretford.

The video moves into the editing stage which is expected to take until mid March. While the tape is being edited the Grass Roots subcommittee will proceed with the cable companies in arranging for a national training day or regional training dates.