

## REPORT FROM THE EXECUTIVE DIRECTOR

The April meeting in Seoul was a tremendous success with Samsung showing a very impressive XHT Home Theater demonstration utilizing 1394 for linking devices and connection management. There was also some compelling design news, as it is now clear that 1394b is picking up significant momentum. Several motherboard makers are adding it to take advantage of the new PCI Express performance. The Intel D955XBK motherboard is one example -- and a small delegation from the 1394TA will be visiting Computex in late May to talk to other motherboard makers and computer makers. More details to follow.



Thanks to all who took part in the online membership survey. The results have been analyzed and can be viewed on the Marketing WG web page [www.1394ta.org/download/members/Market-WG/Presentations/1394WebSurvey.pdf](http://www.1394ta.org/download/members/Market-WG/Presentations/1394WebSurvey.pdf)

Both the Marketing WG and the 1394TA staff have started implementing the requests expressed in the survey. Expect a "1394 Market Forecast" from the Executive Director by mid-May --this ranked as one of the most requested "additional benefits sought". Also in response to survey feedback, you will see more aggressive articles promoting the benefits of 1394 as compared to competing technologies.

In addition, the 1394TA is pursuing trade shows where we can promote 1394 for Home Entertainment Networking, which the survey results defined as the number one target market. The TA will take part in the New Connected™ Home show in Las Vegas Oct. 4-5 and then in the EH Expo fall edition, coming up in Anaheim, with exhibits open Nov. 9-11. Stay tuned for details.

– James Snider

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## TA Chair Eric Anderson Featured Speaker at Annual Conference in San Francisco

Eric Anderson, the chairman of the 1394 Trade Association, served as a featured speaker at the Connections 2005 Conference, sponsored by Parks Associates in San Francisco, May 11-13.

Entitled "DRM in 1394," Eric's presentation focused on how 1394 delivers optimal networking capabilities and provides proven content protection using the "mature, stable, and effective" Digital Transmission Copy Protection (DTCP) scheme. In addition, he said, 1394 enables a clear, compatible pathway to wireless consumer electronics services.

Eric cited the growth of 1394 in HDTVs and CE peripherals such as set top boxes and DVD recorders. Included in this rapid proliferation of 1394 are HDTVs from LG, Mitsubishi, Samsung, Sharp, Sony, Philips, Toshiba and other global manufacturers. More than 90 different HDTV models and 30 set top box models now incorporate the FireWire connection, for several basic reasons: 1394 meets the user's need for a simple, one-cable connection, automatic configuration, device interaction, and copy-protected recording and time shifting, all proven benefits.

Eric also reported on the emergence of wireless 1394 technology, noting that while there are no working products as yet, the 1394 Trade Association has developed a sound long-term strategy based on a wireless Protocol Adaptation Layer (PAL). The PAL can apply 1394 protocols on any wireless technology. Current products equipped with 1394 will be able to incorporate

wireless services or apply a 1394-to-wireless adapter, with no need to change formats or protocols. Wireless 1394, as with the existing standard, is designed to optimize the user's experience.

The CONNECTIONS™ Conference and Showcase attracted more than 600 executives working in the consumer electronics and associated industries. The conference featured insights from key strategists providing a comprehensive analysis of current and future "Digital Living" technologies.

## 1394 Trade Association Schedules New Plugfest Workshop During Upcoming Apple Worldwide Developers' Conference

The 1394 TA will hold its next Plugfest Workshop June 6 in San Francisco as part of the Apple Worldwide Developers' Conference.

Registered Worldwide Developers' Conference 2005 attendees are eligible to have all of their FireWire devices tested conveniently and free by bringing them to the conference, which is being held at the Moscone Center. The 1394 Trade Association conducts the compliance testing and awards the FireWire compliance logo to all devices that pass. A small processing fee will be charged if the logo is used.

Developers planning to participate must bring in all devices to the Moscone West Convention Center on Monday, June 6, where they will be accepted

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between 1 PM and 5 PM. The device check-in booth is on Level Two in the DTS Lab. After testing, devices will be brought to the Apple campus by the test vendor on Thursday evening, and developers can pick up their devices beginning at 7:30 PM during the ADC Plugfest, which is part of the Apple Campus Bash.

For more information about the upcoming workshop, please visit the 1394 Trade Association web site at [www.1394ta.org](http://www.1394ta.org) or the Apple Developers' site at <http://developer.apple.com/wwdc/events/plugfest.html>

## UPCOMING EVENTS:

The 1394 Trade Association announced that TC Applied Technologies and Wavefront Semiconductor would sponsor the Q1-2006 meeting being held in Kona, Hawaii.

## Samsung Electronics Hosts Q2 Meeting: Features XHT Demo, Presentation on Telematics in the Korean Auto Market

The 1394 TA's second quarter meeting was hosted by Samsung Electronics at the Renaissance Hotel in Seoul April 18-21, with a full agenda of working group meetings, a demonstration of the eXtensible Home Theater (XHT) architecture, and a presentation from the Korean Telematics Business Association.

As a global leader in advanced consumer electronics, Samsung has emerged as a primary advocate of the IEEE 1394 standard in a full range of products and technologies, and has featured it as the ideal home entertainment interface for application with its XHT solution.



Samsung's CK Lee gave an impressive demonstration of the Samsung XHT Home theater technology which is based on 1394 technology to connect devices.

The XHT architecture has been developed to provide a method for DTVs and other display devices to retrieve on screen menus for control and monitoring of connected devices in the home entertainment network. These displays provide users with a simple way to access and monitor devices with a single remote control, and without needing to understand anything about the device they are addressing. XHT establishes a common baseline for interoperability,

defines application layer communications protocols and eliminates the need for complex middleware that can make advanced home networks very complicated for users.

C.K. Lee of Samsung presented a complete demo of XHT, showing how the consumer sees a top-level menu on a DTV that shows all connected devices. Users can select any product and control it using the DTV's remote, so there is no longer the need to switch between various remote controls. A simple click on the DTV remote brought up a set top box or DVHS recorder, which displays its own user interfaced on the connected DTV.

XHT recently has been proposed as a Consumer Electronics Association standard, identified as 2027a.

Also at the meeting, Stacy Kang of KOTBA presented "The Current Status of Telematics in the Korean Automotive Market," along with a video on the implementation concepts of the telematics pilot project in Korea.



Stacy Kang, Korean Telematics Business Association (KOTBA), gives a presentation on automotive telematics to a packed Automotive Working Group meeting. KOTBA is paving the road for telematics development.

Among important decisions made by the TA during the four-day session was the combination of the Architecture and Networking working groups, under the chairmanship of Peter Johansson.

"This was the second time Samsung has hosted one of our international meetings," said James Snider, executive director of the TA. "The first was in April 1998, at a time when the company was beginning to adopt FireWire in its product lines. As then, they did an excellent job all week and we are very appreciative."

