

Presentation 4

ISDB-T / One-Seg Products

- Exploding Market -

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Jakarta , Indonesia

SHARP Corporation

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Today's Topics

- ISDB-T / One-Seg Products in Japan
- SHARP AQUOS Mobile Phone

ISDB-T / One Seg Products in Japan

Fascinating Features of ISDB-T / One-Seg



High-quality Image & Sound



Data / Text Broadcasting



Interactive Program



Portability / Mobility

ISDB-T / One-Seg Products in Japan

FIXED






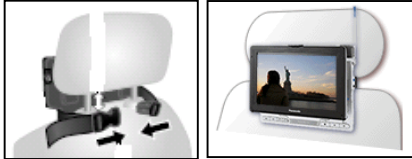



MOBILE










PORTABLE



PORTABLE Terminals

Category (Model Name)	Basic Specifications	Main Feature
Electronic Dictionary (PW-TC900) 	<ul style="list-style-type: none"> • 4.3" ASV LCD • Full-screen Display (Default: 320x180dot Full-screen: 480x272dot) • Text Broadcasting (16characters x 3lines) 	<p><u>3-way Viewing Style</u></p> <p>Watch programs in your favorite style just by rotating the display.</p>  <p>Double Back: To hold in hand. Desktop: To place on desk. Dictionary: Just open to watch.</p>
Portable DVD Player (LX97) 	<ul style="list-style-type: none"> • 9" α-Si wide TFT • Built-in FMTransmitter • Text Broadcasting • Supports DVD, CD, and SD Memory Card 	<p><u>Headrest Bracket</u></p> <p>Watch DVD / One-Seg Broadcast in your car with the bundled bracket.</p>  <p><Front> <Back></p> <p>Attach the player to the back of your front seat. Passengers in the back seats can sit back and enjoy DVD/TV.</p>
Portable Audio Player (MEV30E) 	<ul style="list-style-type: none"> • 3.5" QVGA TFT • 30GB HDD (One-Seg Rec Time: 140h) • Dedicated One-touch key for turning on One-Seg • Timer Recording 	<p><u>Timer Recording</u></p>  <p>Record up to 16 programs in a 1-week span. Friendly operation with the Navigation stick.</p>  <p><Navigation Stick></p>

PORTABLE Terminals

Category (Model Name)	Basic Specifications	Main Feature
Navigation System (NV-SD10DT) 	<ul style="list-style-type: none"> • 4.5" wide TFT • Touchscreen Operation • Displays EPG (Electronic Program Guide) 	<u>Compact TV</u> With the separately available AC Power Cord, you can make it your second TV at home. With its compactness, you can even take it along and enjoy it outside attaching the Battery Case, also separately available.
One-Seg TV (BTV-400K) 	<ul style="list-style-type: none"> • 4" WQVGA TFT • Exclusive for One-Seg • Displays EPG • Text / MultiChannel Broadcasting 	<u>Slim & Light</u>  11mm 11mm-slimness and the 120g-lightness of the first-ever TV exclusive for One-Seg broadcasting is designed for you to carry it with you anywhere you go.
Wireless PDA (S01SH) 	<ul style="list-style-type: none"> • 4.1" WVGA • HSDPA, WiFi • Data/Text Broadcasting • "Dual Slide" Mechanism 	<u>Dual Slide Mechanism</u> Change the style depending on the usage/purpose. <div>    </div> <div> "View Style" for One-Seg "Control Style" for Browsing "Input Style" for Communication </div>

One-Seg Mobile Phones

Total of 20 One-Seg Mobile Phones among the 3 Major Operators in Japan



5 Models



SoftBank

4 Models



au by KDDI

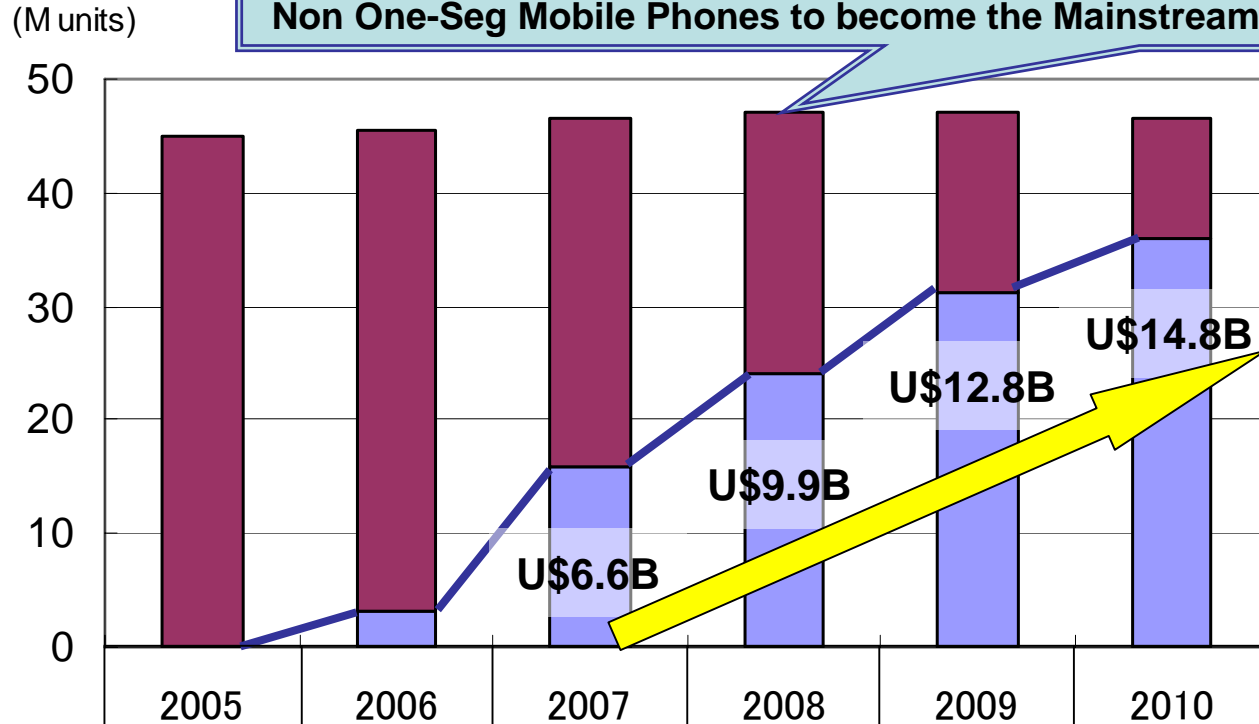
11 Models



The Exploding Market

Demand of One-Seg Mobile Phones

One-Seg Mobile Phones overtake the share of Non One-Seg Mobile Phones to become the Mainstream!!



 Non One-Seg	44.9 (99.8%)	42.4 (93.2%)	30.5 (65.6%)	22.8 (48.5%)	15.8 (33.6%)	10.5 (22.6%)
 One-Seg	0.1 (0.2%)	3.1 (6.8%)	16 (34.4%)	24.2 (51.5%)	31.2 (66.4%)	36 (77.4%)
Total	45 (100%)	45.5 (100%)	46.5 (100%)	47 (100%)	47 (100%)	46.5 (100%)

(Source: EM Data Service / Techno Systems Research)

Terms: ¥50,000 per unit / U\$1 = ¥122

Hit Factors of One-Seg Mobile Phones

MOBILITY

Users can watch their favorite programs, anytime, anywhere.

ALL-In-ONE

One-Seg Player/Recorder put together with all the other rich features, mobile phone is the ultimate multimedia tool.

Making the most of a Mobile Phone

Click to Ready

A communications tool to begin with, interactivity can be operated at ease.

