



**For Immediate Release**

**SD CARD ASSOCIATION TO UNVEIL NEW MOBILE TV RECORDING TECHNOLOGIES AT ITU TELECOM WORLD 2006**

**Hong Kong, 4<sup>th</sup> December 2006** – The SD Card Association (SDA) at ITU Telecom World 2006 will be offering a first look at new recording technologies that allow consumers to watch and share high quality video content securely on their mobile phones.

Mobile TV programming, already delivered in Japan through “One-seg TV”, a new form of digital terrestrial broadcasting (ISDB-T) brings video content to mobile devices such as advanced mobile phones, car navigation systems and portable DVD players.

The new SDA technologies allow users to record video content on the SD Memory Card and share it with friends, while ensuring copyright protection for content providers.

Based on the Copy Once policy of the Association of Radio Industries and Businesses (ARIB), CPRM was approved as a DRM on SD Memory Cards when recording “One-seg TV” program using SD-Video applications defined by the SDA.

SD-Binding was originally established to meet requests by mobile phone carriers and content providers for copyright protection. Together with built-in CPRM, it allows digital content to be stored securely on SD Memory Cards tied to authorized devices from carriers.

According to Paul Reinhardt, Executive Director of the SD Card Association, “This concept can be applied to any mobile TV effort in any region, including Europe, the USA and China. New digital content distribution and broadcasting services, such as DVB-H, Media-FLO and mobile phone internet content distribution, will find this use of SD Memory Cards to be an ideal solution for their business models.”

SD-Audio is another SDA CRPM specification currently in use in Japan. About half of the SD-enabled mobile phones are equipped with SD-Audio in Japan, where music distribution service “MOOCS” has been a key player in its popularization.

“SD-Audio enabled mobile phones can play back music content downloaded from a music distribution site or from CD-ripped content securely,” said Paul Reinhardt. “And not just mobile phones, SD-Audio is also available on SD Audio players, car navigation systems, mini-component systems and other SD-Audio enabled AV products.”

Since the introduction of SD Memory Cards in 2000, there have been 7,272 models of SD application products launched by 394 brands in 31 categories in the global market. At present, around 50 to 75 per cent (depending on the region) of all mobile phones are now equipped with SD Memory Cards, including regular size, miniSD and microSD cards. By offering phones that can accept SD Memory Cards, mobile phone manufacturers do not need to increase built-in memory, which allows them to reduce the cost of production.

A new high-capacity 4GB SDHC Memory Card is capable of recording 20 hours of video, photos, music and other digital content.

Most SD Memory Cards make use of CPRM copyright protection technology, which is widely accepted by major international content providers. CPRM was developed by the 4C group of Panasonic, IBM, Intel and Toshiba.

Paul Reinhardt encourages visitors to drop by the SDA booth at #8002, Hall 8 during ITU Telecom World 2006, where they will be able to experience the rich video content of "One-seg TV" on several mobile phone products and learn more about the new content protection system available on SD Memory Cards.

There will also be opportunities to develop new business models for the mobile phone industry. SDA representatives from Panasonic, SanDisk, Sharp and Toshiba will be on hand to answer questions about the technology, copyright protection management system and licensing scheme for SD host products.

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### **About the SDA**

The SD Card Association (SDA) is an open industry standards organization established in January 2000 by Matsushita Electric (Panasonic), SanDisk and Toshiba, and is supported by a consortium of around 900 companies. The SDA's mission is to set industry standards and promote the SD Memory Card's wide acceptance in a variety of applications. SD Memory Card standards are currently being built into a wide range of new digital products such as cellular phones, audio players, automotive multimedia systems, hand-held PC's and digital video and still cameras. The Association's Web site can be accessed at [www.sdcard.org](http://www.sdcard.org) for more information about the SDA. Parties interested in joining the SDA are encouraged to visit the web site.

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