

Multi-Media Mobile Communications

The Pocketable Personal Computer The case for Hybrid Drive

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From single service to multimedia services on mobile devices

- The heritage of mobile communications
 - Voice the single service
 - Point to point
 - No storage requirement
- The ubiquitous pocketable personal computer
 - To-go
 - Personal
 - Multimedia device
 - Entertainment services
 - Information services
 - M-Commerce services
 - Communications services – voice is still the number one revenue & profit contributor

It's ALL About Personalized Multimedia Content

Vodafone-MobileTV -
Jetzt noch mehr Kanäle!

COMEDY WORLD

movistar

12:56 lunes, 10 de abril

concierto movistar

- Conciertos movistar
- Hoy no me puedo levantar
- Noticias
- Festivales
- Descargas
- Estilo
- Cuánto sabes de...
- La música en tu móvil

Shakira

tour mundial 2006

Melanie C tiene nuevo disco: entráte de todo sobre su vida, su carrera...

Capture the Moment

Y! Messenger

Send to (Enter Yahoo! ID): free2myne

Enter Message: Why hello there boss!

Submit

Spielen, Newsletter abonnieren und coole Preise gewinnen!

Now playing on your phone... News

cingular mMode™ Music Store

Music Home • Classical

Select Genre Search Music Store

Luciano Pavarotti
ENJOY THE TENOR'S FULL RANGE AND TIMBRE IN "TI ADORO"

Classical Crossover Orchestral Great Conductors

Popular Albums Century's

Now playing on your phone... HOME

Entertainment

Star Wars

Movies

Now playing on your phone...
getVIDEO.

Services/Consumer Electronics Convergence - The Personal Computer

Services

Voice SMS Internet

E-wallet Video VoIP

PIM Music

Photos IM

Games E-mail

Data

Emulating the usage of and incorporating the the Personal Computer

**Mobile Phone
the
Pocketable
Personal
Computer**

CE Devices



Camera
Video



GPS



MP3



Personal
Storage



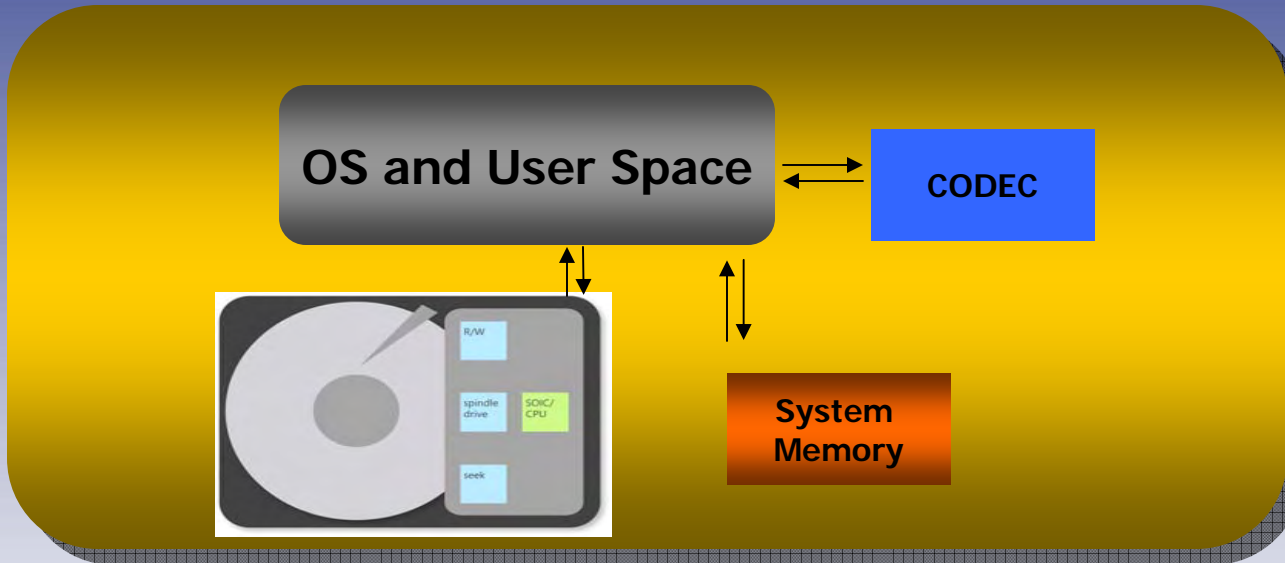
PC/Laptop

Market Demands

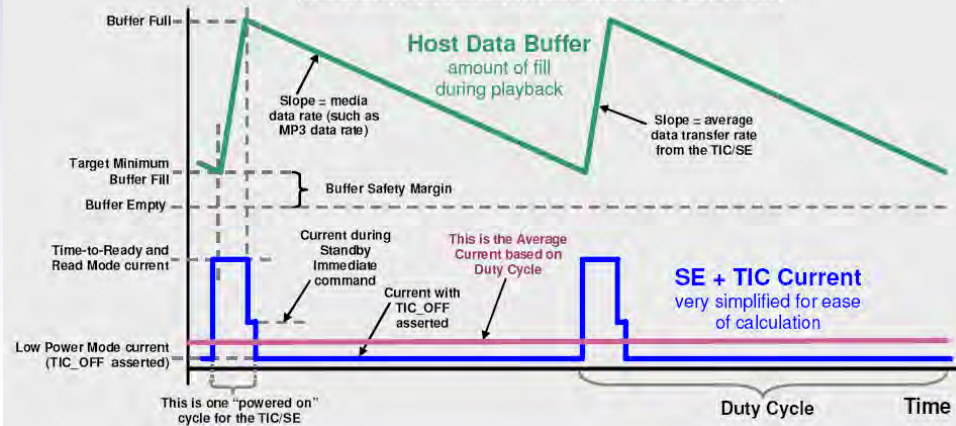
Mobile Multi-Media Devices

- Less lossy applications
- High Storage Capacity
- Long Battery Life
- Fast start/boot
- Mobile Terminal Reliability

Typical Media Player



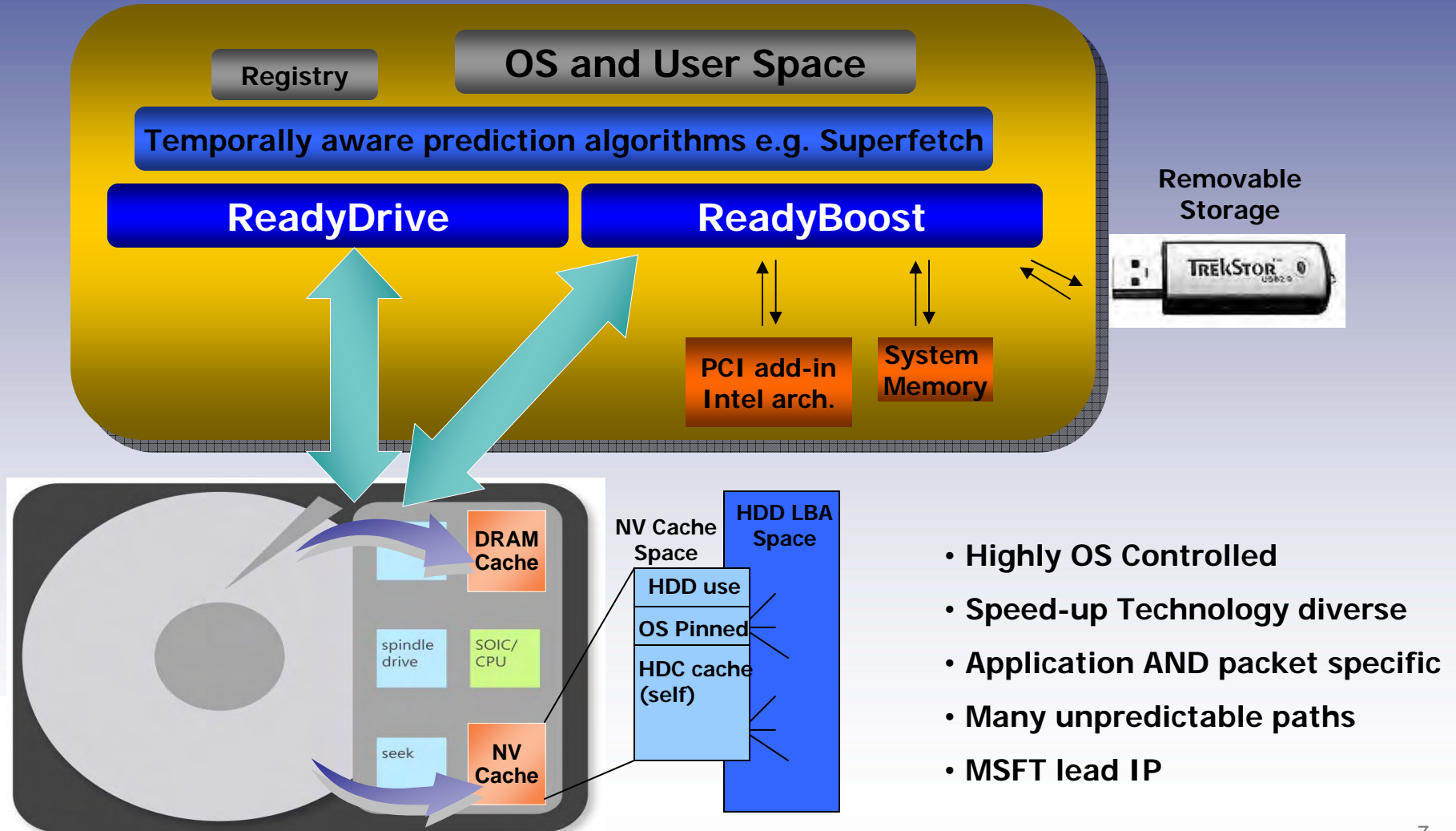
Host Buffer Fill during Playback Operations



- Processor controlled
- Highly Predictable Buffer Loading
- 100% Battery Life Focus
- All Buffering at System Level

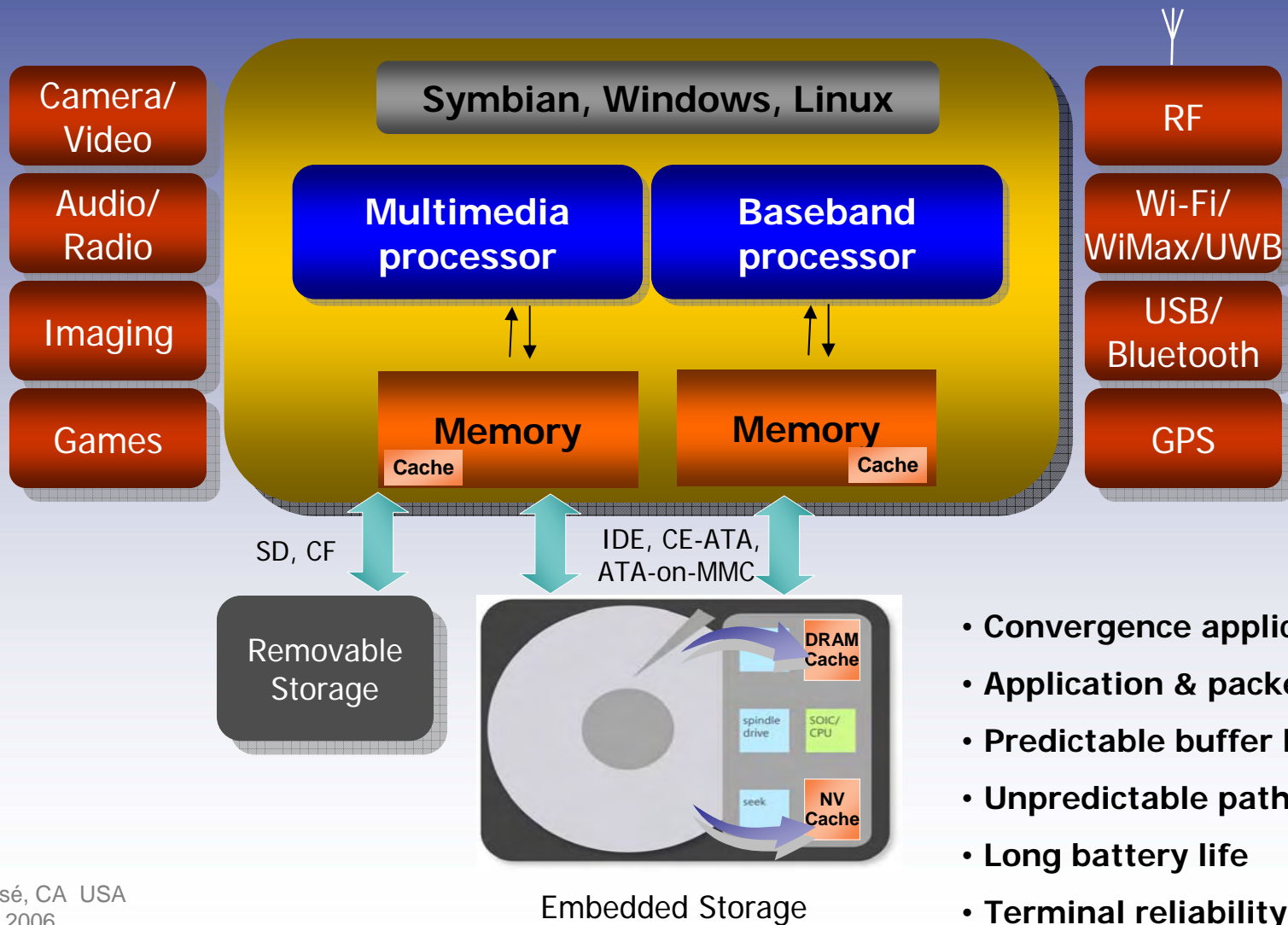
Large OS Architecture (MSFT)

Windows Vista



- Highly OS Controlled
- Speed-up Technology diverse
- Application AND packet specific
- Many unpredictable paths
- MSFT lead IP

Hybrid Drives converging the best of two Technologies The Pocketable Personal Computer



- Convergence applications
- Application & packet specific
- Predictable buffer loading
- Unpredictable paths
- Long battery life
- Terminal reliability req's



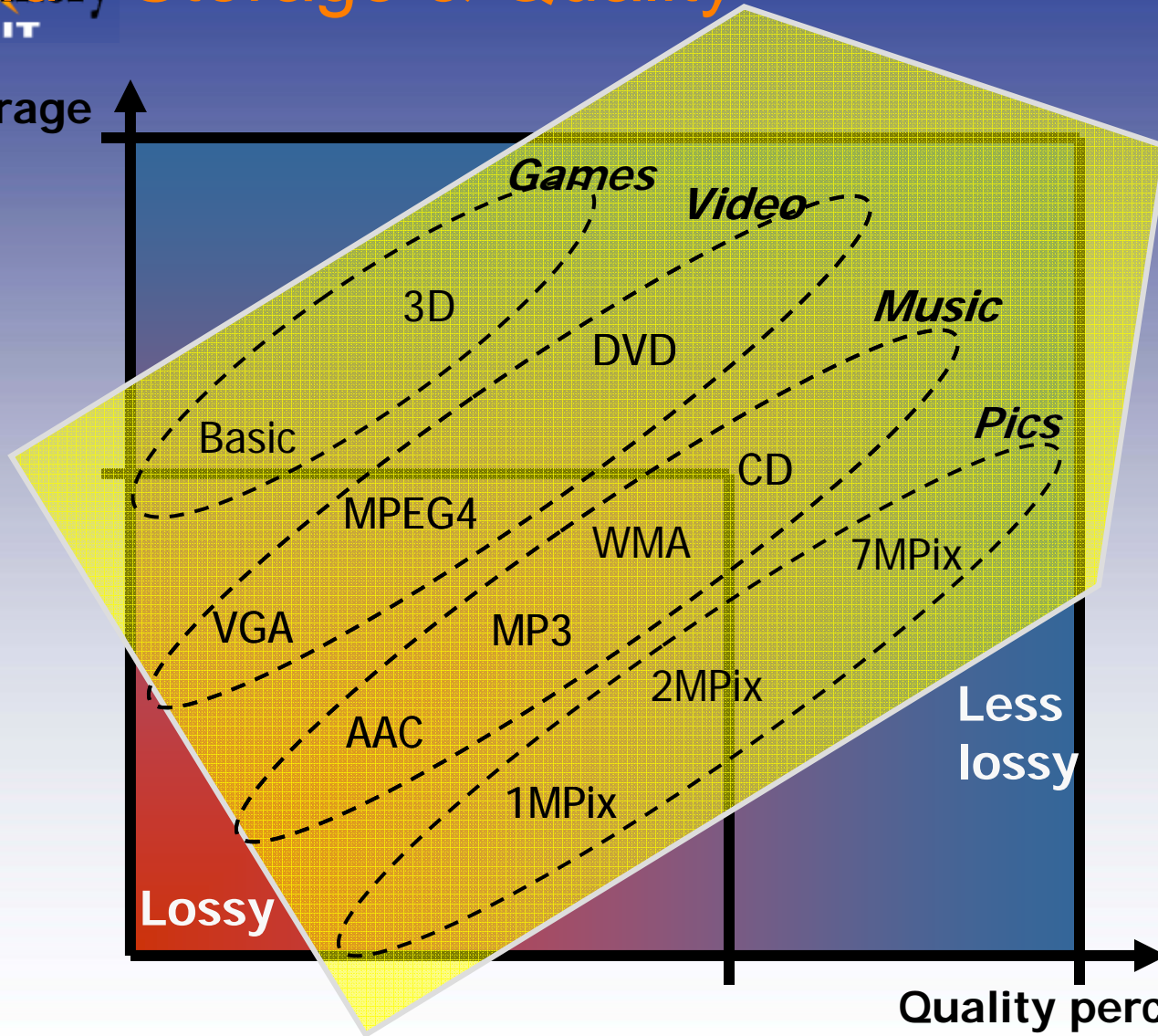
Thank You!

Cornice Mobile Communications



Storage & Quality

Storage ↑



Direction of industry - Better User Experience

Less lossy

Quality perceived by user



Cornice Mobile Communications Media Units vs. Storage Capacity

(for various resolutions photos, music, and video files)

Object Size MB	4MP photos	8MP photos	AAC songs	MP3 songs	WMA songs	VGA video	DVD video
Capacity GB	2	4	1	4	26	667	4160
1	500	250	1,000	250	38	1	0
2	1,000	500	2,000	500	77	3	0
5	2,500	1,250	5,000	1,250	192	7	1
8	4,000	2,000	8,000	2,000	308	12	2
10	5,000	2,500	10,000	2,500	385	15	2
15	7,500	3,750	15,000	3,750	577	22	4
20	10,000	5,000	20,000	5,000	769	30	5
30	15,000	7,500	30,000	7,500	1,154	45	7
40	20,000	10,000	40,000	10,000	1,538	60	10
50	25,000	12,500	50,000	12,500	1,923	75	12
Multimedia Device 22 GB							