Who Owns the Living Room?

HOT Chips 18 (2006)
Stanford University, Palo Alto, CA
Panel Presentation, Monday Evening

Glen Stone
Director, Standards & Strategy
Sony Electronics Inc.
Chair: DLNA Technical Committee
Who Owns the Living Room?

» First, we must ask who is the “User” of the living room?

» Assertion: This issue is about the consumer and content, and the enjoyment of content, in the living room or elsewhere.
The DLNA Vision

Consumers want their devices to work together and share content
The DLNA Vision

» Consumer friendly home networks
  ▪ Consists of IT, CE and Mobile devices
  ▪ Content shared between devices from different manufacturers
  ▪ A platform for the distribution of personal content
  ▪ A platform for services and commercial content
The DLNA Approach

» Deliver design guidelines based on a framework of open standards to ensure interoperability between manufacturers’ devices

» Provide a common baseline of media formats (to ensure interoperability at the media level)

» Accelerate market acceptance through compliance testing
CE observations

» The Consumer will attach a diverse array of devices to their home network
  ▪ There cannot be one “owner”
» They will get their content from multiple sources, based on:
  ▪ Cost
  ▪ Ease of acquisition
  ▪ Flexibility (usage rules)
» HOT Issues:
  ▪ Device Interoperability
  ▪ Service and Support
  ▪ QoS
  ▪ DRM interoperability
» Industry must resolve the issues together, not individually
  ▪ For example: Multiple QoS implementations on a home network = No QoS