

The World Wide Future of WiMedia

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Topics

- What is the WiMedia Alliance?
- Where is WiMedia technology used?
- What is the current development status?
- What's happening in the regulatory realm?
- What's next for WiMedia?

What is the WiMedia Alliance?

What is the WiMedia Alliance?

- A global non-profit organization
- We define and certify a UWB PAN radio which we share with partner SIGs
- Regulatory engagement
- Best practices recommendations
- Standards Development

What is the WiMedia Alliance?

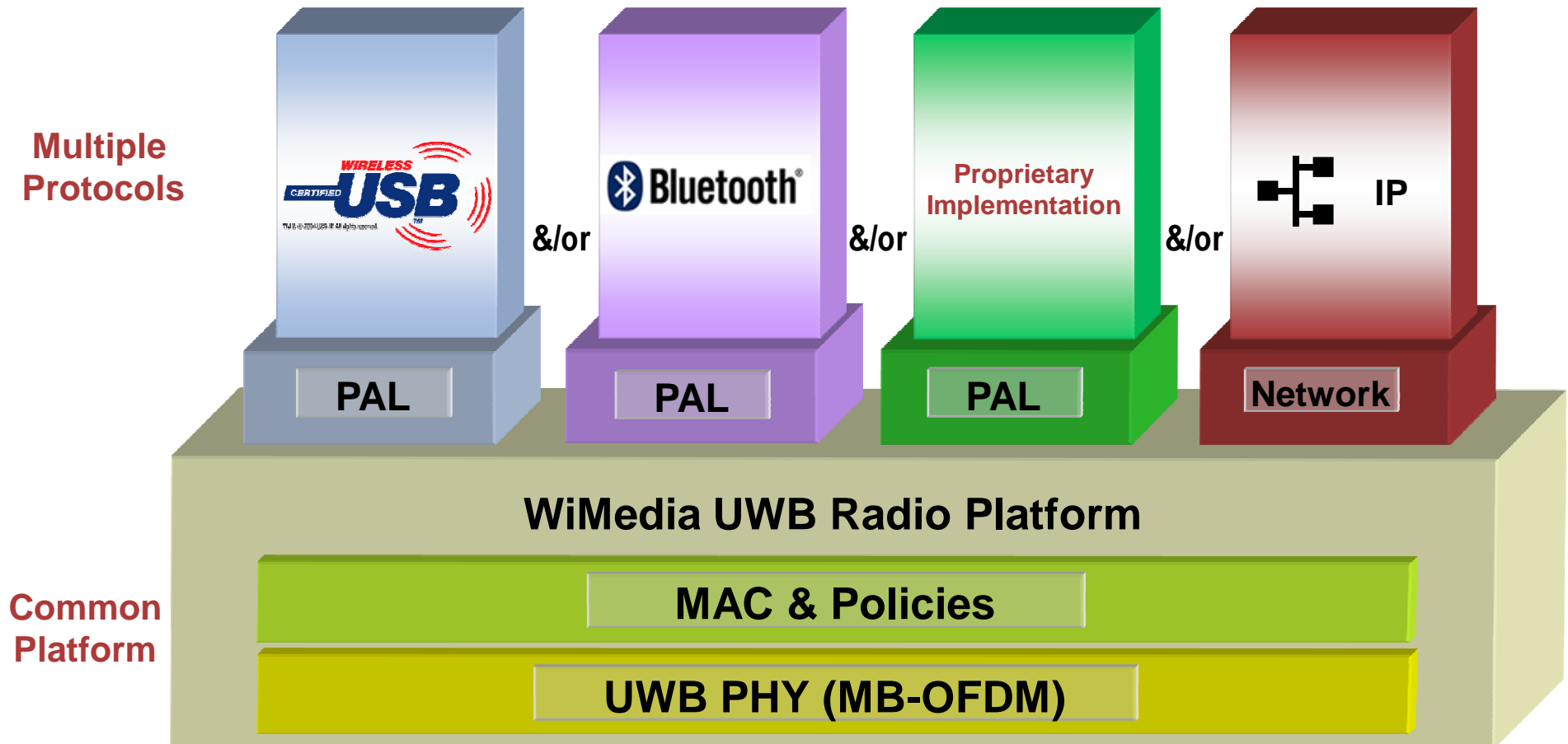
Why this approach?

- Avoid interference with dissimilar radios in close proximity
- Avoid need for multiple radios to insure connectivity
- Maximize economies of scale

Membership

- Current Membership: ~350 companies
- Complete ecosystem: chipsets, software, test, OEMs/ODMs

WiMedia Common Radio Platform

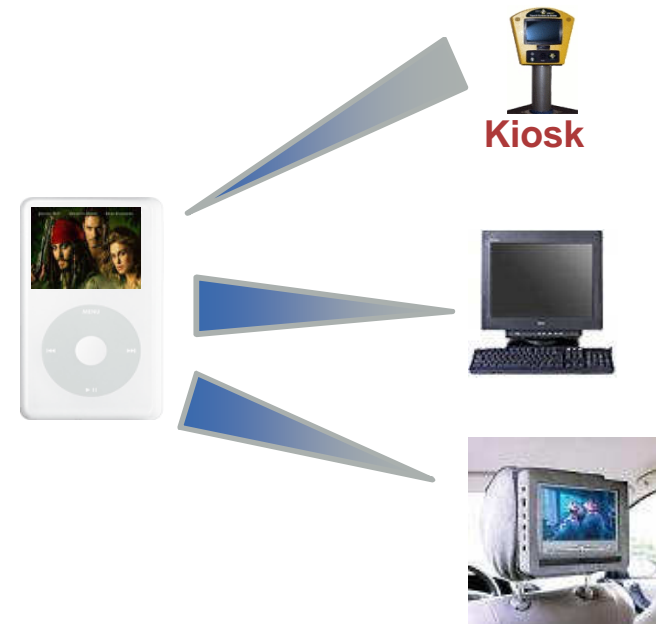
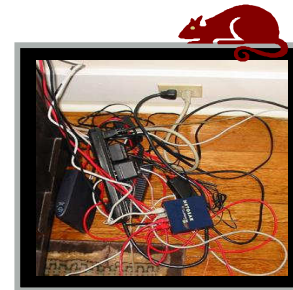


PAL: Protocol Adaptation Layer

Where is it used?

Emerging Applications & Services

- Eliminate “rat’s nest” wiring
 - ▶ PCs and peripherals
 - ▶ Home entertainment
- “Sync and go”
 - ▶ Download media content to handheld devices (movies etc)
 - ▶ Upload content to PC / STB (pictures, calendars etc)
- Multimedia streaming
 - ▶ Playback content from mobile to monitor or TV



What is the status?

Rollout Progress -



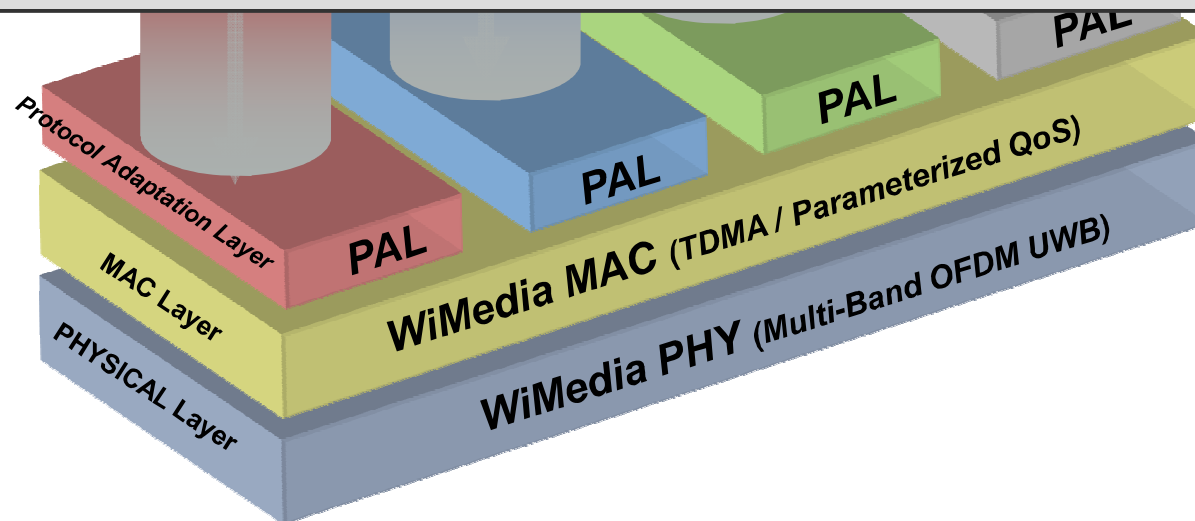
Radio Platform

Radio Chips (PHY):

- ✓ 19 chipsets

Platform Products (PHY + MAC):

- ✓ 21 PHY + MAC implementations



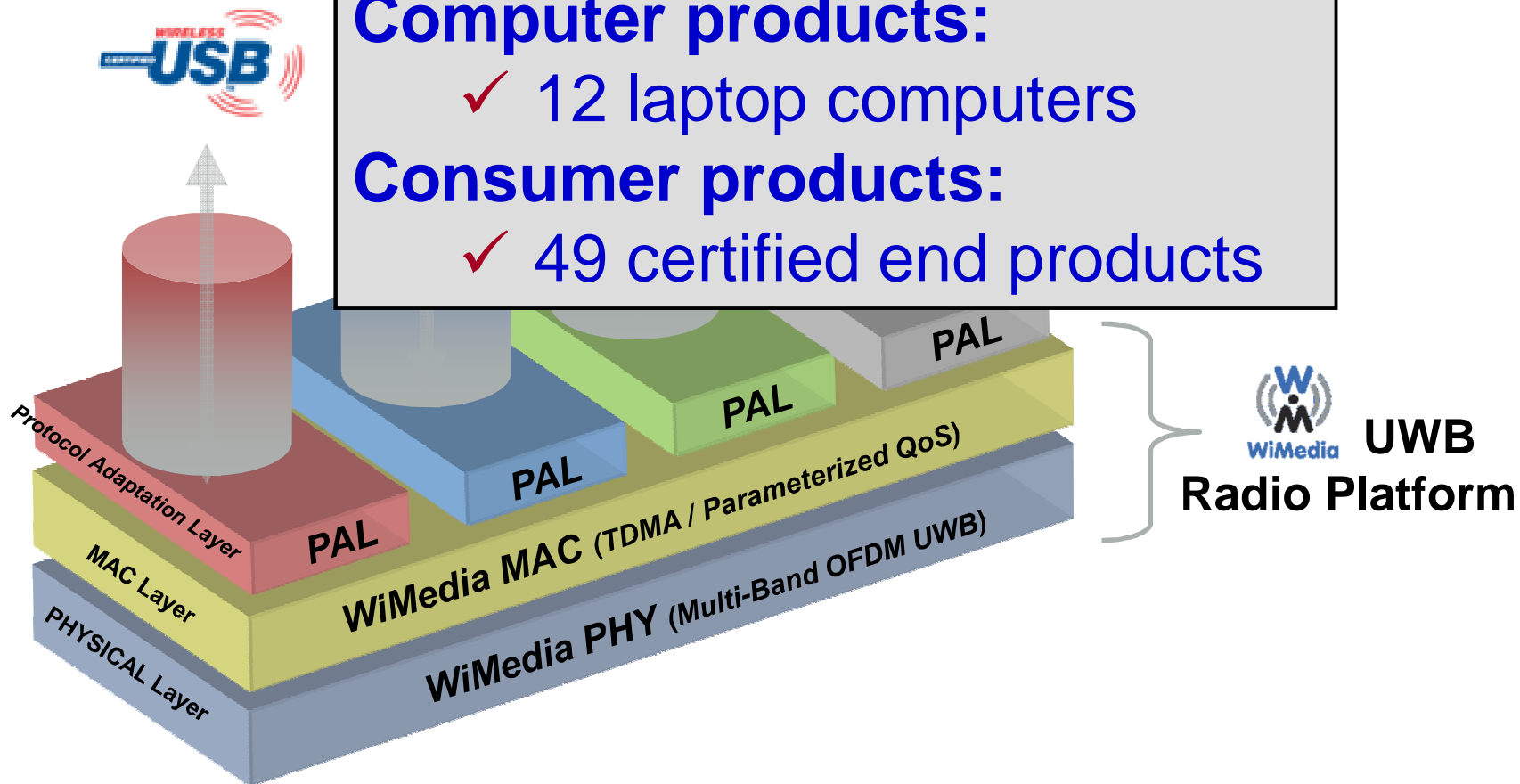
Rollout Progress -

Computer products:

- ✓ 12 laptop computers

Consumer products:

- ✓ 49 certified end products



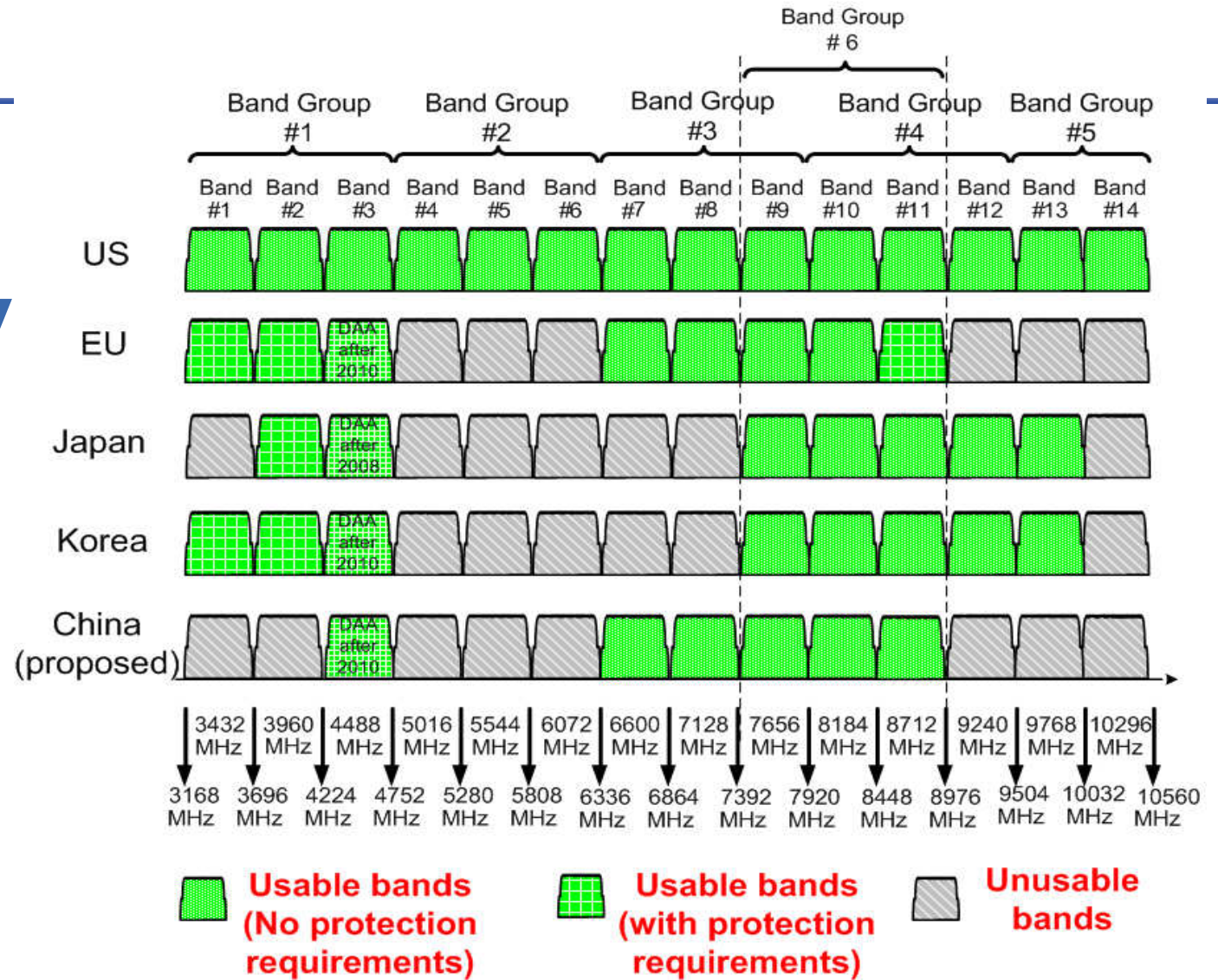
Regulatory Status

Summary

- Spectrum allocation already approved for most major geographic regions
- Additional regions in process and expect full approval shortly
- Bandgroup 6 specifically created to allow “universal” applicability

Detailed info by region on following slides

Regulatory Status Summary



Approved Regions

- U.S.A
- Europe
- Korea

Current Status: Japan

- DAA – see official response 19 June 2008, next slide
- Compliance testing completed (ready for certification)
- Desire to open up 6-7.25 GHz band
- Spurious emissions limit is an issue, plan to advocate ETSI TG31a spec. when completed
- DAA is TBD propose to use CEPT TG3 as baseline and modify it for Japan as needed
- Mains power requirement for handhelds: proposal to 'show a warning message' rather than turn off power

Submitted to the Ministry of Internal Affairs and Communications

WiMedia Alliance strongly supports the proposed amendment of part of the radio equipment regulation (MIC ordinance No.105 issued in 2006) which will extend the deadline for using DAA in the 4.2-4.8 GHz band until December 2010.

WiMedia Alliance is a special interest group which was founded for the purpose of organizing industry activity related to the development of the ultra wideband markets.

Specifically, this has involved engaging in standards development, engaging in the coordination of the regulatory efforts of our member companies, development of certification and interoperability programs, coordination of cross-industry work in the Personal Area Network space and marketing promotion of ultra-wideband technologies. At present, WiMedia membership includes greater than two hundred companies representing the personal computer, consumer electronics and cell phone handset markets.

Pending Approval

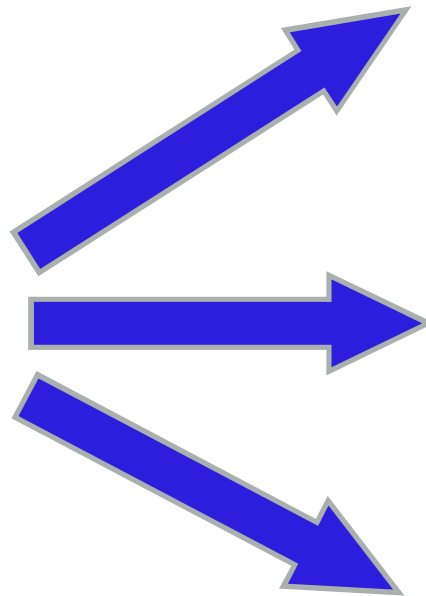
- China
- Canada

What's Next?

Next Steps in UWB Development

Today:

- High performance
 - 480Mb/s
- Lowest Power
 - 1.5-2 mW/Mbps
- Regulatory compliance
 - Major markets



By 2010:

Higher Throughput
For Video & Synch & Go
Applications

Spectrum Enhancements
For Worldwide Regulatory
Compliance
(IPR Review underway)

Ultra Low Power
Consumption for additional
Mobile Applications



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