



“Multimedia Deployment on Broadband and Wireless/Mobile Network”

ACCESS Taipei Office

Country Manager

Pan Tsai Chun

2004-03-09

ACCESS Co., Ltd. Company Profile

- ◆ Founded in 1984
Founders: Toru Arakawa (CEO & President)
Tomihisa Kamada (CTO & Executive VP)
- ◆ Business: Embedded Software Development & Licensing
Public Listing: Tokyo Stock Exchange (4813)
Capital: About 4 billion YEN
Offices: Headquarter in Tokyo, About 440+ people in world-wide



ACCESS Systems Europe
(Oberhausen, Germany)



ACCESS Systems America
(US, Fremont, CA)



ACCESS China
(Beijing)

Sales Offices: Taiwan, Korea, France, Italy, Spain, UK, Brazil

Software

ACCESS is providing a set of client software for enabling the Internet access, by which operators can make value-added data service.

Advanced Browser

NetFront® v3.0
Compact NetFront®



JAVA

JV-Lite® 2

MIDP2/Doja

Plug-ins



PDF Reader



FLASH

RealNetworks



Helix

Alliance Partners



Communication

AVE-TCP®

IPv6

IrFront™

IrDA

AVE-Blue

Bluetooth

AVE-USB

USB Driver

Security

AVE-SSL

OS

More™
AVE-File

Messaging/Mail

SMTP/POP3

M-IMAP, MMS

ACCESS

Bringing Internet-access to Mobile Phones



i-mode Series



Global i-mode



3G(FOMA)



China market



SCP-4900

Sprint PCS

AWS

Bell South



Hutchison 3G

KDDI
(@Mail)



Browser Expert for All kinds of Appliances



Car Navigation



SONY PlayStation2



L-mode
Home
Phone/Fax



ACCESS has been active in the embedded software business for 20 years.
ACCESS technology is proven through more than 250 commercial products
and an installed base of about 100 Million copies.

ACCESS 合作廠商 (部分名單)

Consumer Electronic Companies

ALPINE

CASIO

SAMSUNG

HITACHI

MOTOROLA
intelligence everywhere™

mitsubishi
ELECTRIC

COMPAQ

FUJITSU

National/Panasonic

RICOH

JVC

TOSHIBA

NEC

NINTENDO

SONY

OKI

SHARP

EPSON



SII
Seka Instruments Inc.

SEGA™

SANYO

SUNTAC

Industrial Products Companies

okamura

KOMATSU

Communication Service Providers

NTT
Do Co Mo

Designing The Future
KDDI

TU-KA

e-plus
mobile in mind

Sprint

BELLSOUTH®



telcel

中国联通
CHINA UNICOM

和信電訊

Bouygues Telecom

Telefonica



Why Multimedia on Wireless/Mobile?

- ◆ Convenience
- ◆ Connection
- ◆ Communication

Convenience

◆ Example: GPS Location Finding

知らない街でも
最寄りの駅がすばやく
わかるっていいよね。

本当ね！



©CMJ/Alps Mapping



すぐに役立つ
コンテンツが
いっぱい

地図

ナビゲーション

タウン情報

乗換案内

グルメ情報

交通情報

現在地の測位

ワンプッシュで
自分の居場所が
わかるんだ

GPS衛星

位置情報の
取得

F661i

DLP*センター

1回の測位にかかる通信料

3円～

ワンプッシュで 今いる場所をピンポイント測位

GPSボタンを
長押しする。

GPSボタン

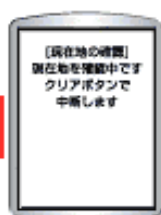


ご購入時の設定

GPSリンク集に
ジャンプ。

お気に入りの位置サイトをワン
タッチ設定することができます。

位置サイトへ
クイックアクセス



位置サイトの各コン
テンツにアクセス。



©ZENRIN DataCom CO.,LTD/
©CYBIRD

Connection

- ◆ Example: Mobile work and private e-mails with attachments and colorful presentation.



Communication

- ◆ Example: Video Phone

See and call anytime anywhere

How does my silver ski suit look?



Hey, tomorrow starts early. Get some sleep.

What's Multimedia on Wireless/Mobile?

- ◆ Easy to use
- ◆ PC like Wireless/Mobile experience
- ◆ Connecting to home or office

Easy to Use: QR Code



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Fax: +886-2-2717-2199
E-mail: pan@access.co.jp
www.access.co.jp/english/index.html

Easy to Use: XHTML + Voice

“XHTML + Voice” is the framework which can handle voice synthesis and voice recognition in the web data.

XHTML+Voice Profile 1.0

W3C Note 21 December 2001

Multi-modal browser

- Voice synthesis for reading XHTML contents
- Voice guidance
- Voice recognition for data input

Notable technology especially for hands-free applications

1. Moving the focus to this form.

3. Saying “Two”, then “2” is inputted.

2. “How many pizzas would you like ?”

Multimodal Pizza Order Form

Quantity:

Size:
☐ Small 12" ☐

Toppings:
☐ Extra Cheese

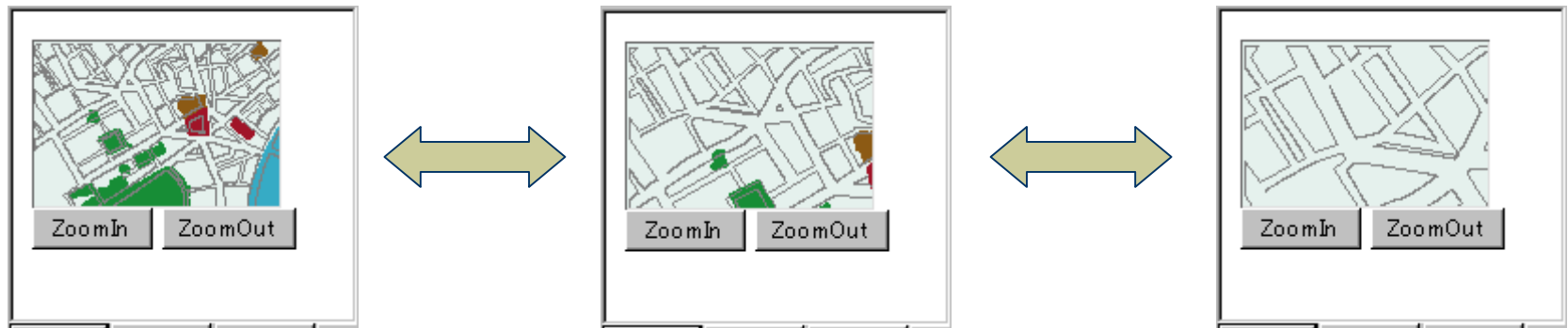
Vegetable Toppings:
☐ Olives ☐ Mushrooms
☐ Onions ☐ Peppers

Meat Toppings:
☐ Bacon ☐ Chicken ☐ Ham
☐ Meatball ☐ Sausage ☐ Pepperoni

Easy to Use: Scalable Vector Graphics

SVG is suitable for vector-oriented data such as “map”.
SVG data can be easily scaled locally (rotating, re-sizing)

Mobile SVG Profiles: SVG Tiny and SVG Basic W3C Recommendation 14 January 2003



- XML-Based, W3C Recommendation
- Existing authoring tools and data converters can be used.
- Various SVG Content is the key.
- CSS and ECMAScript can be interacted.

PC Like Experience: Smart-Fit Rendering

The image shows a screenshot of the CNN.com website as it would appear on a mobile device, with annotations illustrating smart-fit rendering. Blue arrows point from the desktop version of the site to the mobile version, highlighting how content is adapted for the smaller screen.

Desktop Version (Left):

- Top navigation bar: CNN.com logo, "Need Customers? SMALL BUSINESS MARKETING TOOLS", "AOL SELF SERVE", and "CLICK HERE!".
- Search bar: "The Web CNN.com" with a search button and "POWERED BY Google".
- Left sidebar: A vertical menu with links like Home Page, World, U.S., Weather, Business as common, Sports as common, Politics, Law, Technology, Science & Space, Health, Entertainment, Travel, Education, and Special Reports.
- Main content area: A large photo of Scott Peterson and attorney Mark Geragos, with the headline "Judge to prosecutors: Turn over Peterson recordings". Below the photo is a "FULL STORY" link and a list of related links: "Audio Slide Show: The Laci Peterson case", "Key Data: Mark Geragos", "Interactive: DNA testing", and "California v. Peterson (FindLaw.FDE)".
- Right sidebar: A vertical menu with links like Home Page, World, U.S., Weather, Business as common, Sports as common, Politics, Law, Technology, Science & Space, Health, Entertainment, Travel, Education, and Special Reports.
- Bottom: A "BREAKING NEWS ALERTS SIGN UP" button and a "CLICK HERE FOR 50% OFF The New York Times" button.

Mobile Version (Right):

- Top navigation bar: CNN.com logo, "Need Customers? SMALL BUSINESS MARKETING TOOLS", "AOL SELF SERVE", and "CLICK HERE!".
- Search bar: "The Web CNN.com" with a search button and "POWERED BY Google".
- Left sidebar: A vertical menu with links like Home Page, World, U.S., Weather, Business as common, Sports as common, Politics, Law, Technology, Science & Space, Health, Entertainment, Travel, Education, and Special Reports.
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- Bottom: A "BREAKING NEWS ALERTS SIGN UP" button and a "CLICK HERE FOR 50% OFF The New York Times" button.

Annotations:

- A blue arrow points from the desktop version's top navigation bar to the mobile version's top navigation bar.
- A blue arrow points from the desktop version's left sidebar to the mobile version's left sidebar.
- A blue arrow points from the desktop version's main content area to the mobile version's main content area.
- A blue arrow points from the desktop version's right sidebar to the mobile version's right sidebar.

PC Like Experience: Smart-Fit Rendering

The image shows a screenshot of the Yahoo! homepage as it would appear on a mobile device, illustrating 'Smart-Fit Rendering'. Blue arrows point from the desktop version of the page to the mobile version, showing how content is adapted. The desktop page includes a top navigation bar with icons for Personalize, Finance, Shop, Email, Messenger, and HotJobs. The mobile version shows a simplified layout with a search bar at the top and a sidebar on the right. The main content area is divided into sections like 'New!', 'Shop', 'Find', 'Connect', 'Organize', 'Fun', and 'Info'. The 'Yahoo! Finance' section is highlighted, showing a 'Clean up your Finances' message with links to 'Yahoo! Bill Pay', 'Savings Finder', 'Mortgage Center', and 'Money Manager'. The 'In The News' section lists headlines such as 'More than 1,000 killed in Algerian quake' and 'UN backs U.S. plan for Iraq, lifts sanctions'. The 'Web Site Directory' section is also visible, with links to 'Business & Economy', 'Regional', 'Computers & Internet', and 'Society & Culture'. The mobile version shows a simplified layout with a search bar at the top and a sidebar on the right. The main content area is divided into sections like 'New!', 'Shop', 'Find', 'Connect', 'Organize', 'Fun', and 'Info'. The 'Yahoo! Finance' section is highlighted, showing a 'Clean up your Finances' message with links to 'Yahoo! Bill Pay', 'Savings Finder', 'Mortgage Center', and 'Money Manager'. The 'In The News' section lists headlines such as 'More than 1,000 killed in Algerian quake' and 'UN backs U.S. plan for Iraq, lifts sanctions'. The 'Web Site Directory' section is also visible, with links to 'Business & Economy', 'Regional', 'Computers & Internet', and 'Society & Culture'. The mobile version shows a simplified layout with a search bar at the top and a sidebar on the right. The main content area is divided into sections like 'New!', 'Shop', 'Find', 'Connect', 'Organize', 'Fun', and 'Info'. The 'Yahoo! Finance' section is highlighted, showing a 'Clean up your Finances' message with links to 'Yahoo! Bill Pay', 'Savings Finder', 'Mortgage Center', and 'Money Manager'. The 'In The News' section lists headlines such as 'More than 1,000 killed in Algerian quake' and 'UN backs U.S. plan for Iraq, lifts sanctions'. The 'Web Site Directory' section is also visible, with links to 'Business & Economy', 'Regional', 'Computers & Internet', and 'Society & Culture'.

Connecting to Home: Mobile TV function

Digital Terrestrial Broadcasting is planned for mobile phones in Japan. (Service launch probably in 2005)

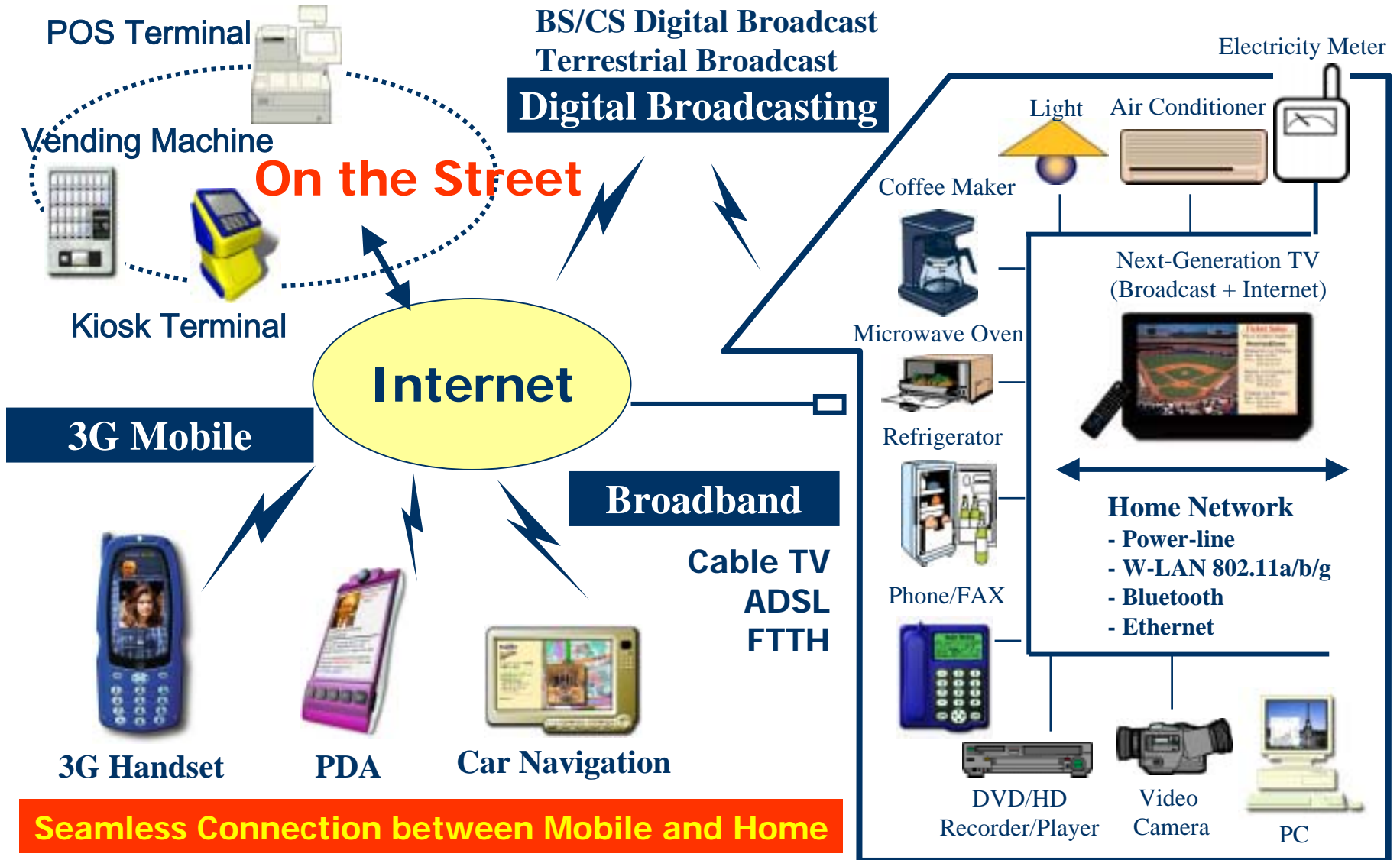
- Digital TV
- Data services (XHTML-based)



ACCESS developed the **hybrid browser** supporting mobile Internet, and the broadcast markup language.

- XHTML + CSS + ECMAScript
- TV extensions
- Combination of Internet + TV on Mobile Phone

Connecting Everywhere: Ubiquitous Connected World

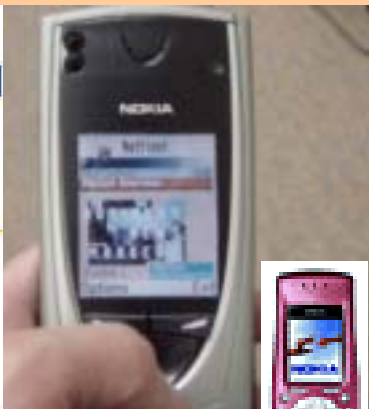


How Multimedia on Wireless/Mobile?

- ◆ Open OS / Platform
- ◆ Powerful CPU / Dual CPU
- ◆ Software

Open OS

SymbianOS/Series 60



BREW/RexOS (Qualcomm)



PalmOS



MS WinCE (PocketPC)



© 2003 CNET

VxWorks



Linux



uITRON OS

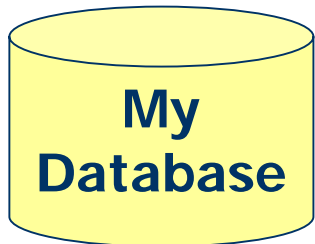


Powerful CPU

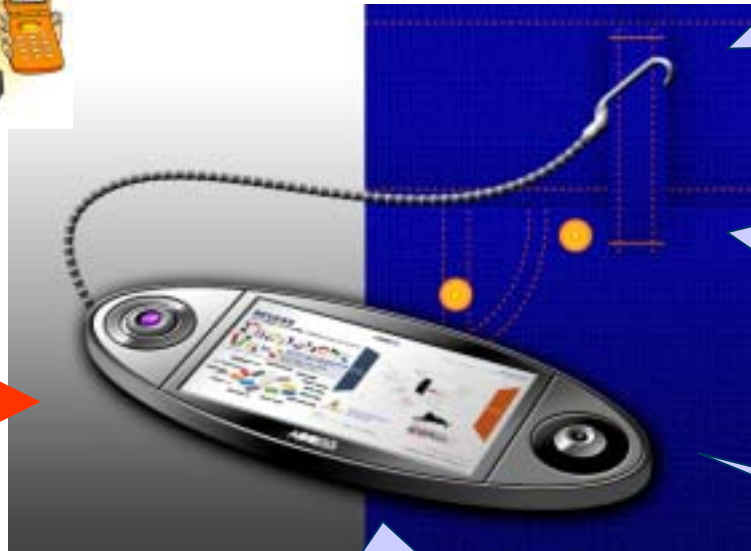


Local Interaction

"Wearable Personal Communication Device"



**Data downloading
on demand, any time,
anywhere (Hosting server
or private server)**



Wallet Function

- Banking
- Credit Card
- Prepaid
- Point Card



Personal Assistance

- Guidance
- Calendar/Action Items
- Communication
- Various Notification

Life Care

- Health Care
- Medical Data
- Insurance

Remote Controller

- Home Appliances
- Reservations
- Remote Interphone

Software

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Compact NetFront®



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JV-Lite® 2

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IPv6

IrFront™

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Bluetooth

AVE-USB

USB Driver

Security

AVE-SSL

OS

More™
AVE-File

Messaging/Mail

SMTP/POP3

M-IMAP, MMS

***Thank you
for your attention!***

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