

Toward Ubiquitous Web Appliances

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Two Business Visions

Realizing a Ubiquitous Network Society

Co-existence with the Global Environment

Contribution to the Enrichment of People's Lives and Lifestyles

Services &
Solutions

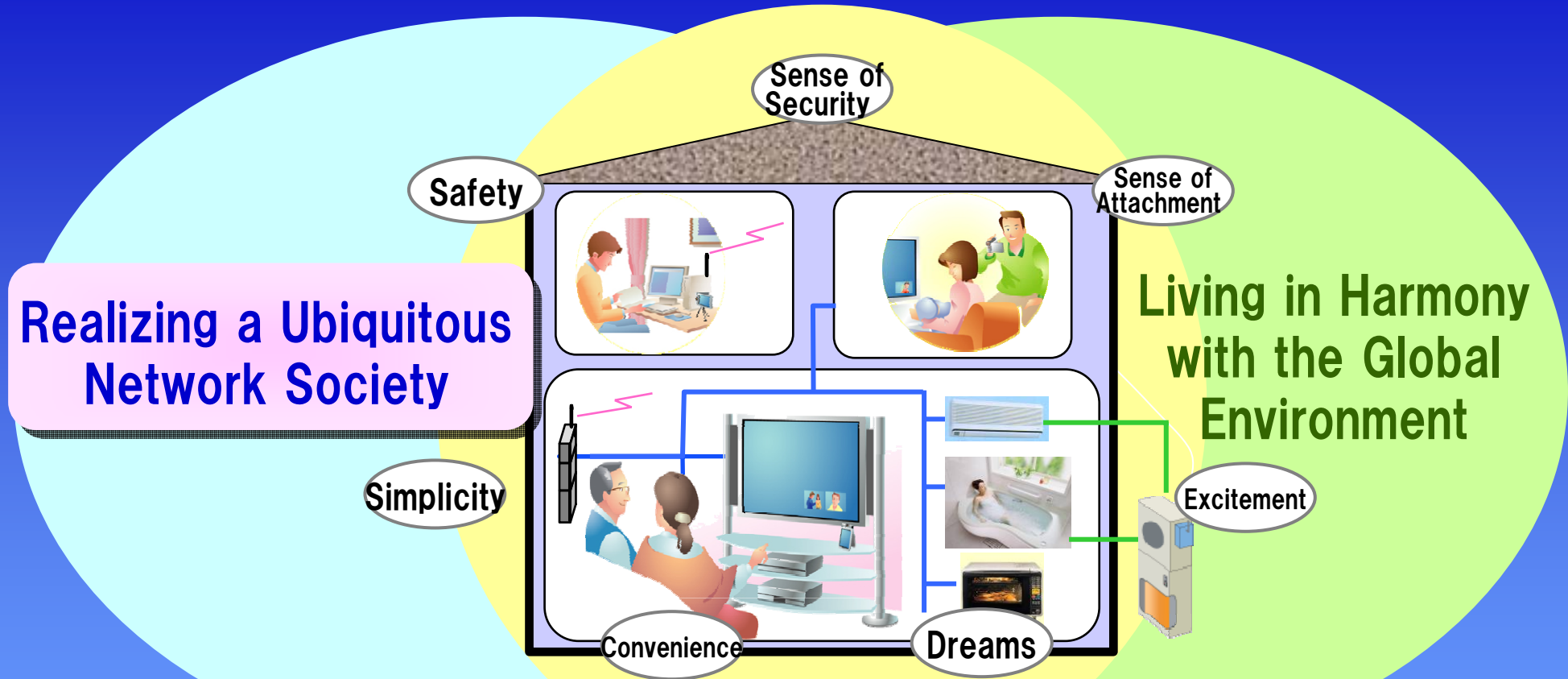
Digital
Network

Appliances
Environment-related
Systems

Devices
Production Systems

Image of Business Visions in 21st Century

“Ubiquitous” & “Global Environment” from House



Embodying Panasonic-like solutions for comfortable living
In the two business visions and **the fusion of the two !**

Digital and Networking Trends in CE

Digitization

Networking

1985

1990

1995

2000

2005

2010

Audio and Visual

Fusion of Broadcasting and Communication

Broadcasting digitization
Satellite, Cable & Terrestrial

Digitization of Package Media



CD



DVC



DVD
Player



SD



DSC
DVD
Recorder



BD Rec
Flat

Home Bus

PC(DOS/V)



Internet Use

Living Station



Netw
Came

BB, Full Time Connection

Communications & IT

Digitization of Mobile

Digital Cellular Phone



i-mode



Communication
Car-Navigation



DSC
phone



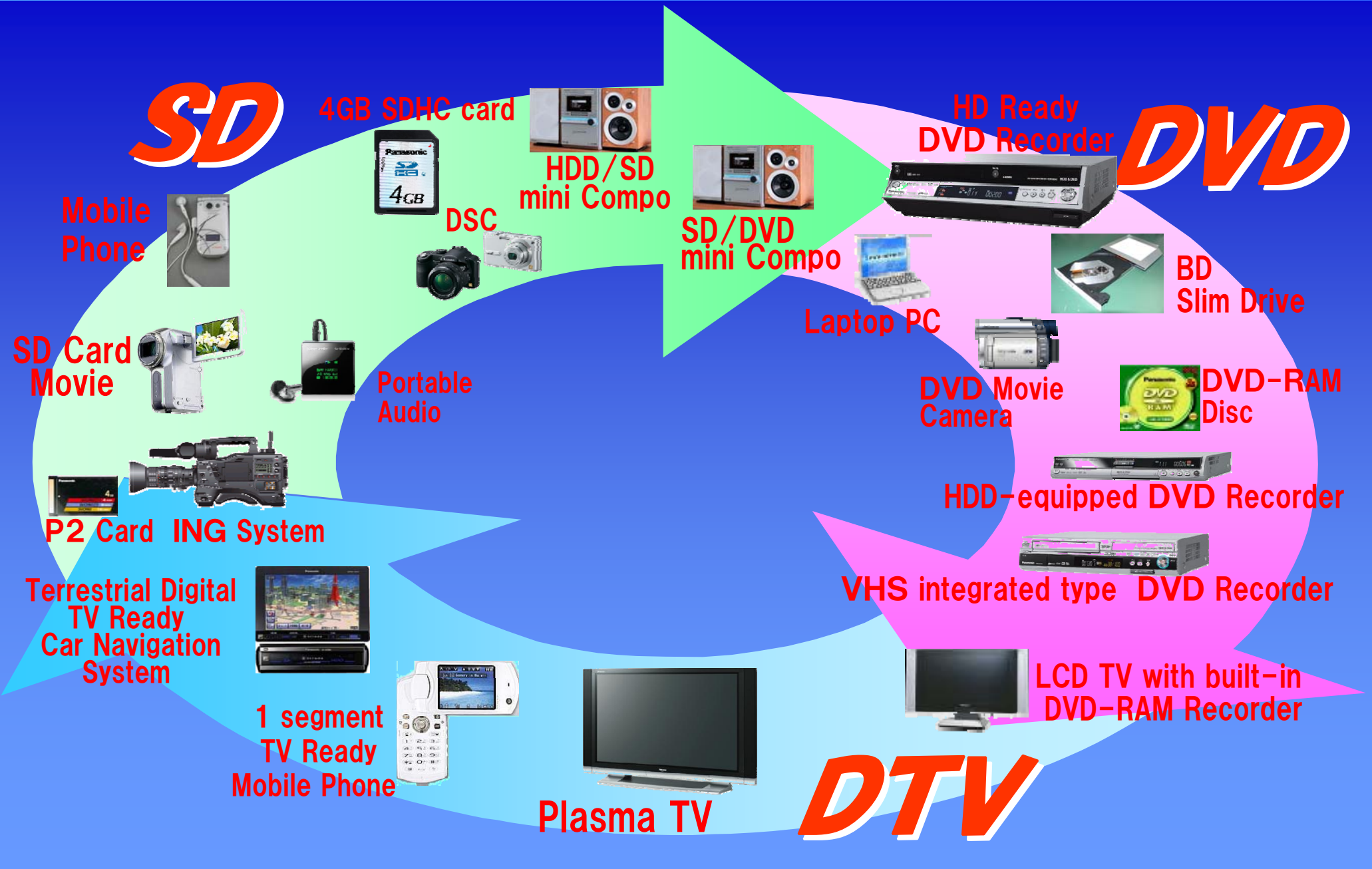
Handheld
TV Receiver



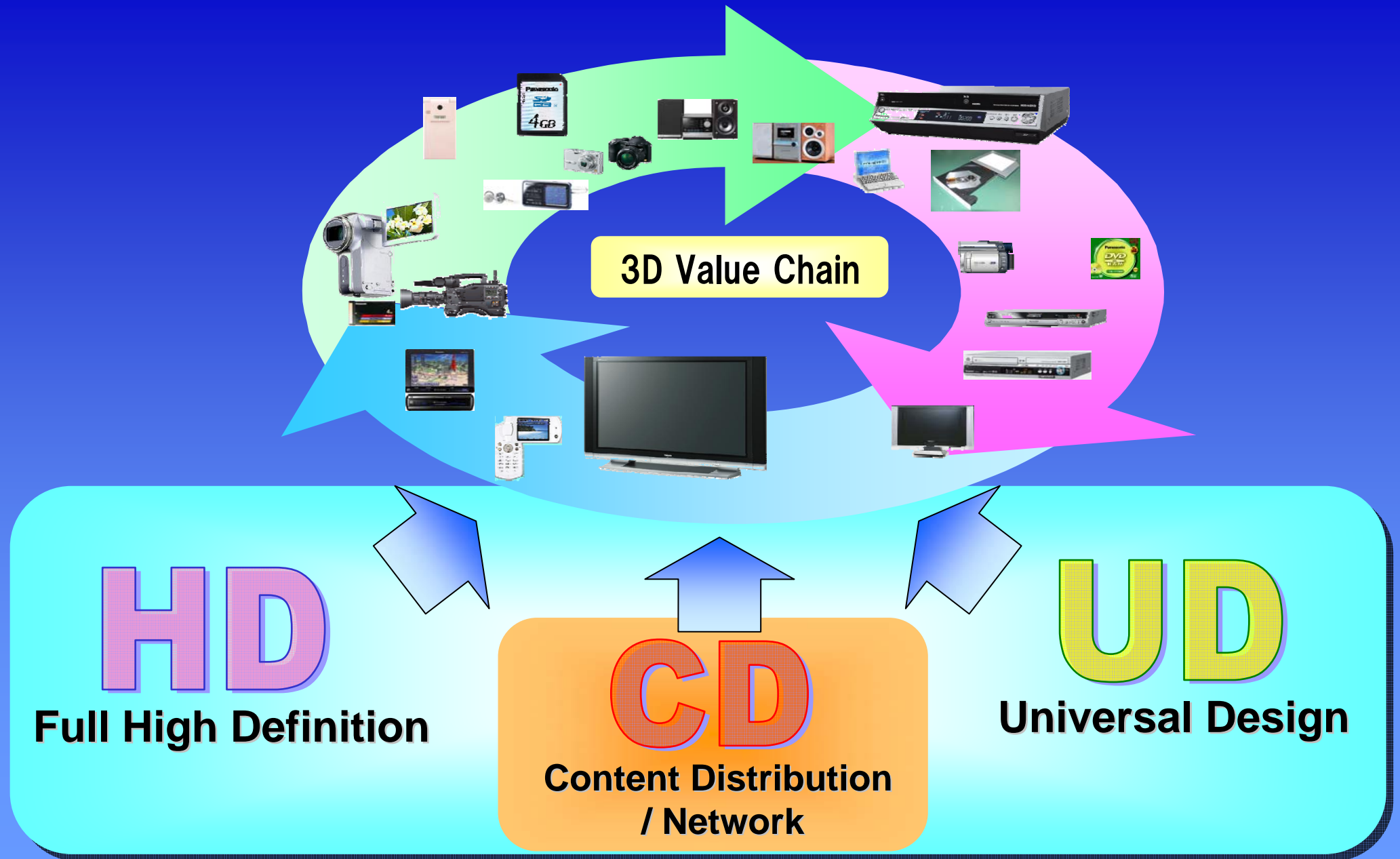
Growth Strategy for
Digital Home Appliances

Realizing a Ubiquitous Network Society

3D Value Chain



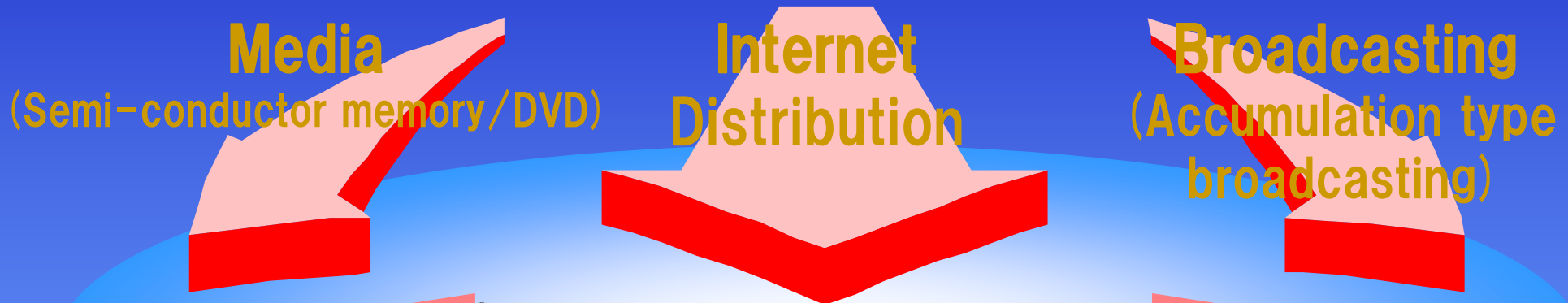
Evolution of 3D Value Chain



Content Distribution

Construct a “secure 3D platform” to realize distribution of diverse content

Alliance with contents distributors



Construction of secure 3D platform

Freedom from anxiety and safety unique to digital home appliances

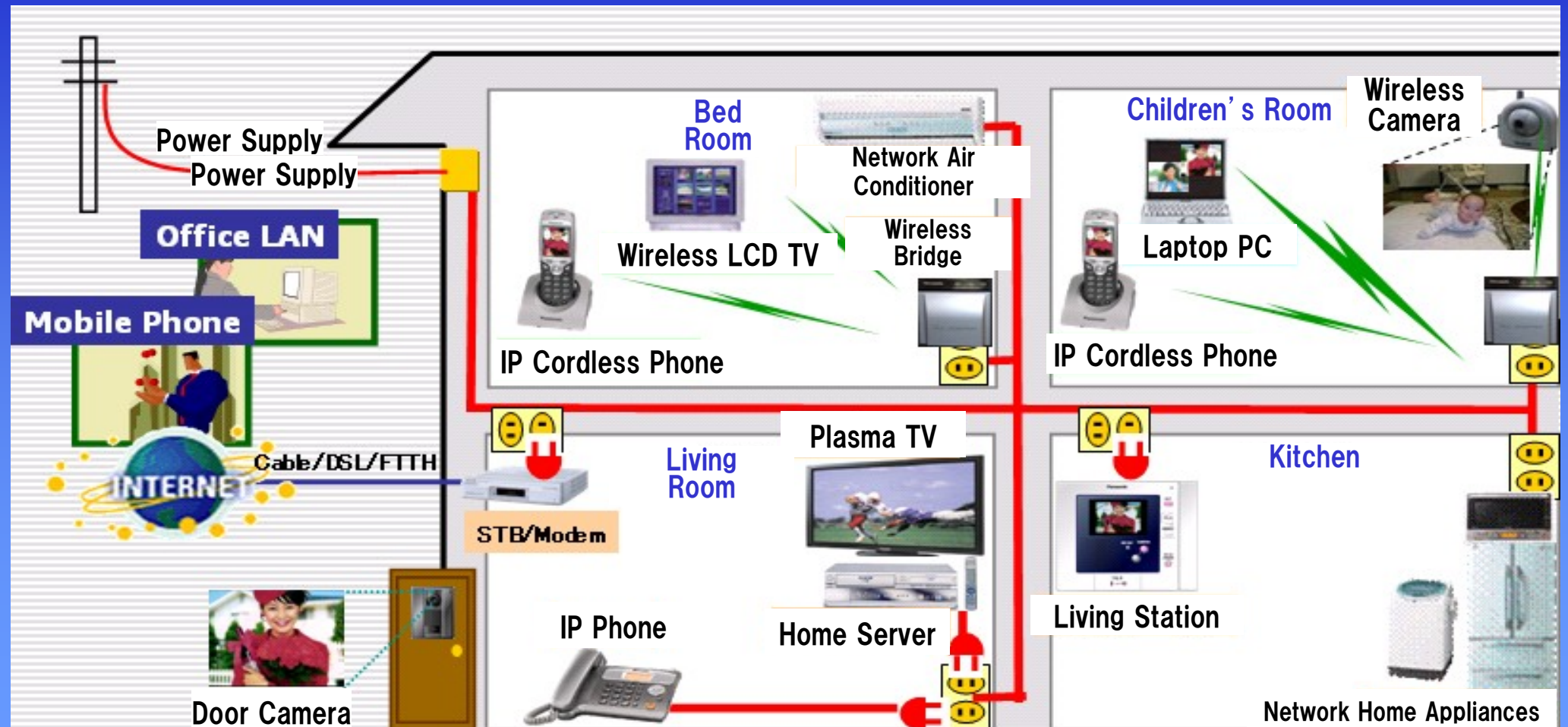


Home Network – House-wide Broadband

“**No Extra Wired**” is needed for Home Network

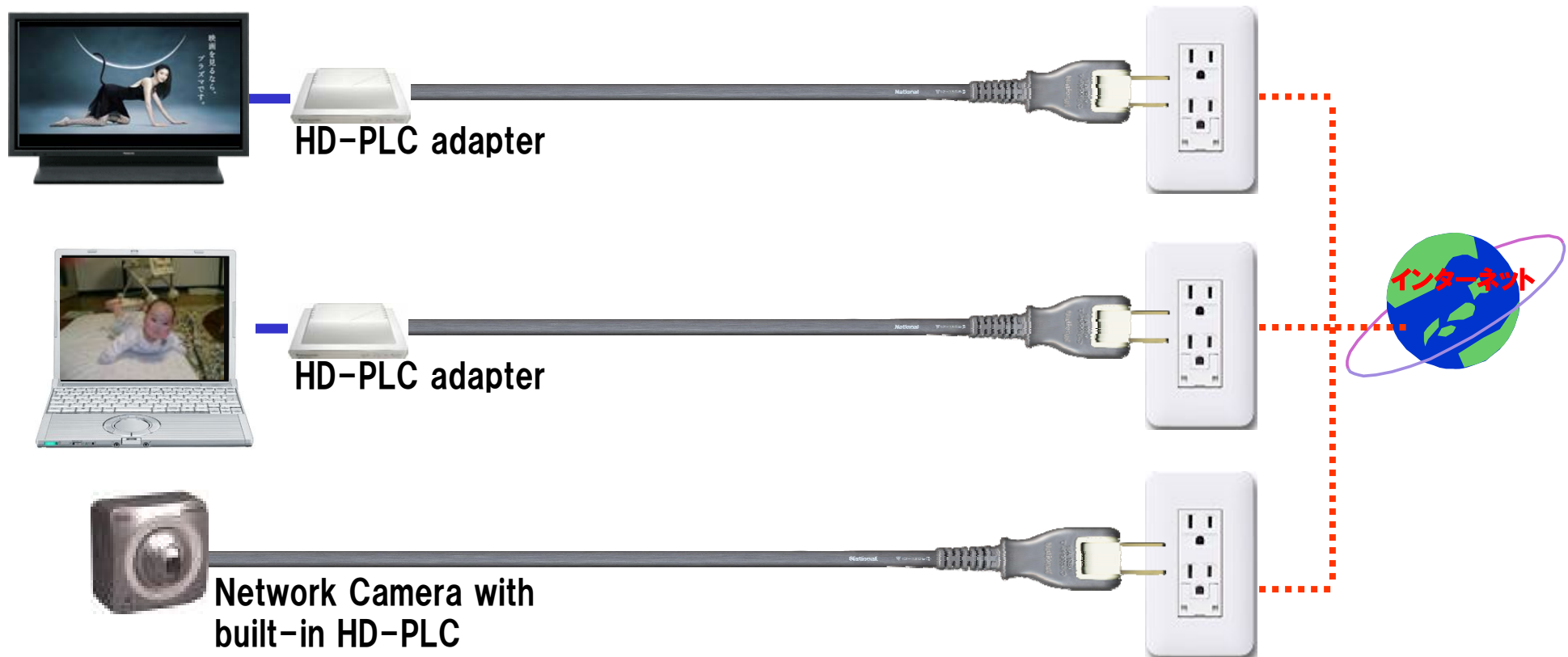
Powerline/Coaxial cable among rooms, Wireless within a room
Service platform for digital home appliances based on

“**1 button connection**” and “**1 button diagnosis**”



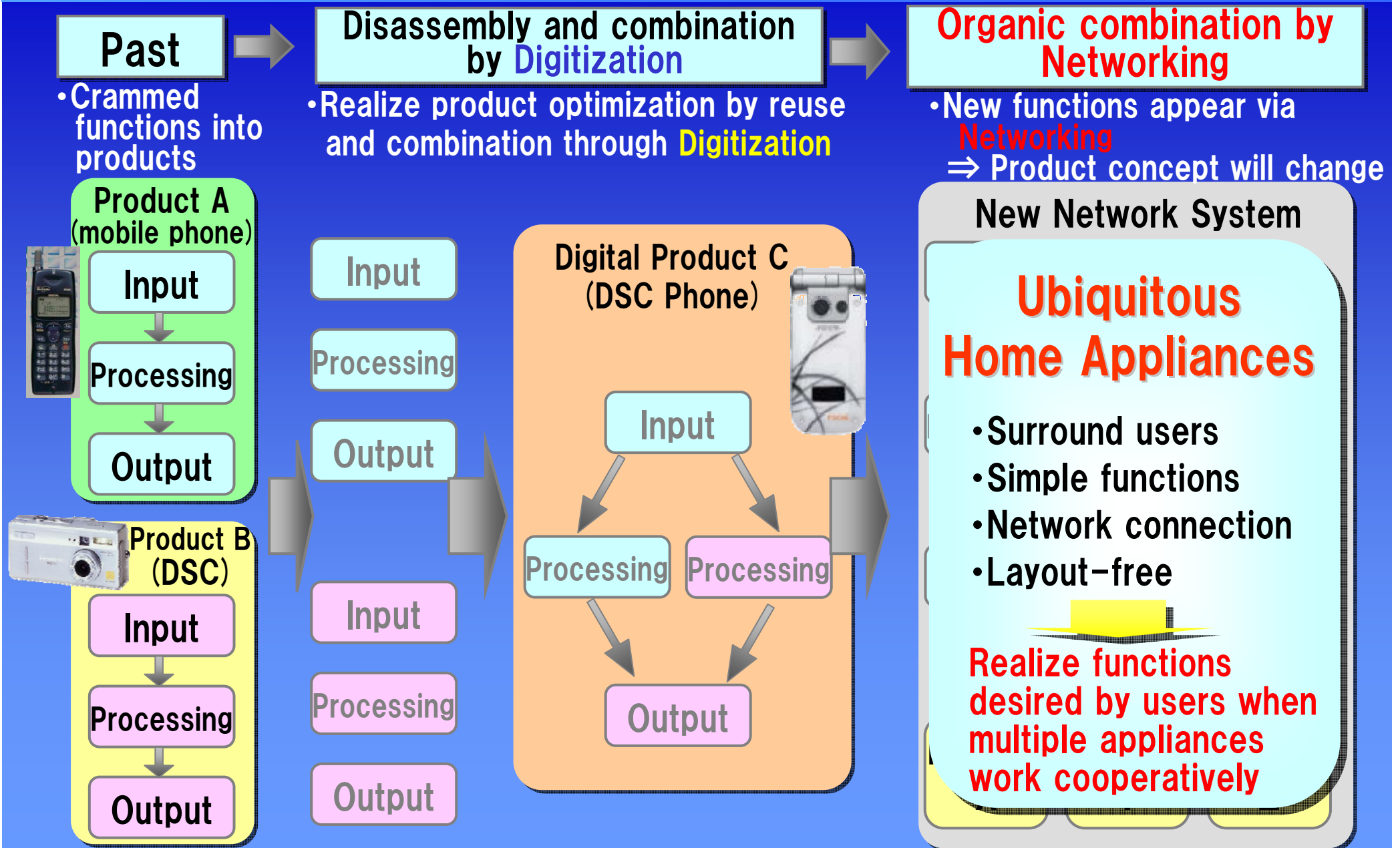
HD-PLC - High speed Power Line Communication Technology

-For the purpose of lightheartedly enjoying HD pictures and Internet-
“Home Network Revolution” = HD-PLC



**Internet connection anywhere by
just plugging the cord into the AC outlet**

Toward Further Evolution of Digital Home Appliances: “Ubiquitous Home Appliances”



Picture Monitoring: World first “Dokodemo” (everywhere) Door Phone

Traditional Door Phone World

Entrance

Door Phone fixed on the wall



- ① Responding “Hello”
- ② “Rushing” to the entrance to open the door
-
- ③ You “May not be aware” if you are on the second floor

Panasonic
ideas for life

ピンポン♪
家事をしながら
ドアホンにできる!

どなた〜?

Can also phone call !

ピンポン♪
くつろぎながら
ドアホンにできる!

はい!

プルプル♪
しかも、
電話までできる。
もしもし〜

世界初 コードレス 子機で、ドアホンを持ち運べる。電話もOK!

ドアホン

- 録画した来客を確認(最大100件)。
- ボイスチェンジで不審者を撃退!

電話

- デジタルコードレスで盗聴されにくい。
- ボイスチェンジで迷惑電話を撃退!

NEW

VL-SW104
本体+子機標準価格
94,500円
(税別90,000円)

“Dokodemo” Door Phone makes you free from pressure and anxiety

Picture Monitoring: Future Expansion



“Dokodemo” Door Phone will be IP-modified to become visible from outside

Lifestyle around 2015: Living Room 1

“Living room as the center of the entire AV environment”

Natural light and large size sheet display that can be used anyplace

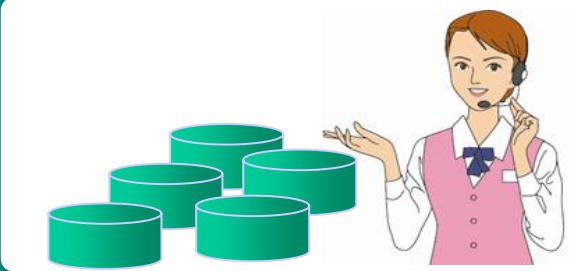


**Surrounding sound
3D sound space**

**Always at your side
Next-generation AVC mobile
(4G mobile)**

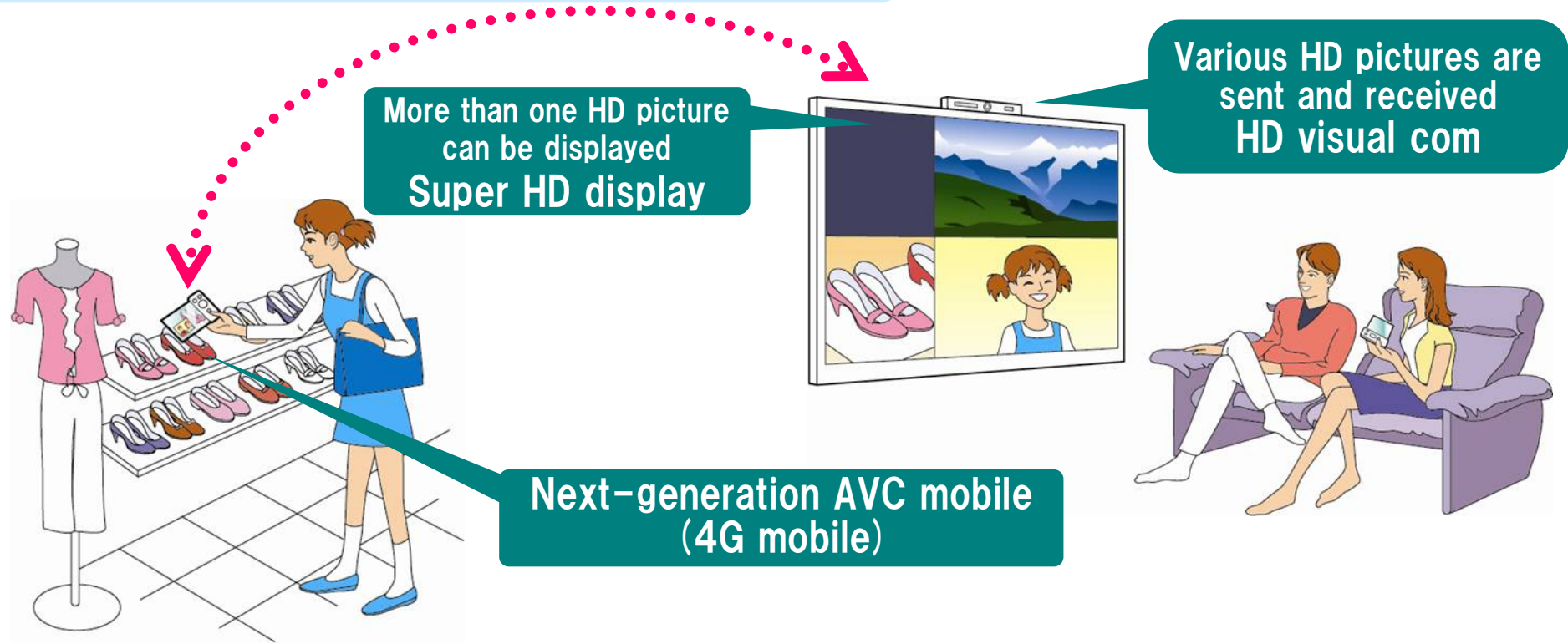


**Wherever contents are
Universal contents selection and home safety controller**



Lifestyle around 2015: Living Room 2

“Communications with Presence and Realism”



Lifestyle around 2015: Bath Room

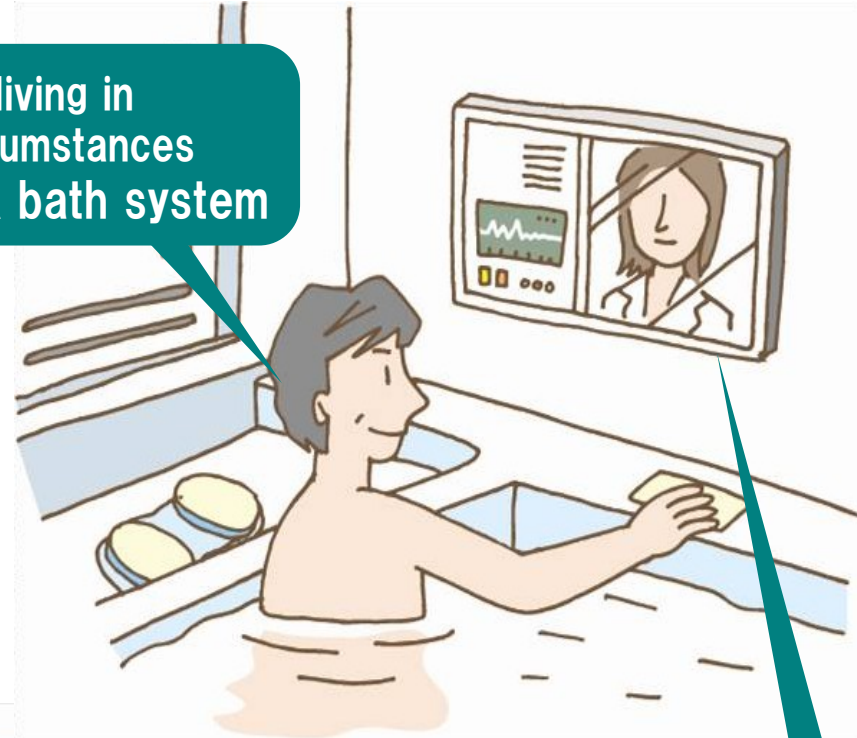
“Evolving Entertainment and Health Care”

The same high definition AV
as in the living room
Wall surface projector and
water-proof sheet speaker

Health care, living in
comfortable circumstances
Health care check bath system

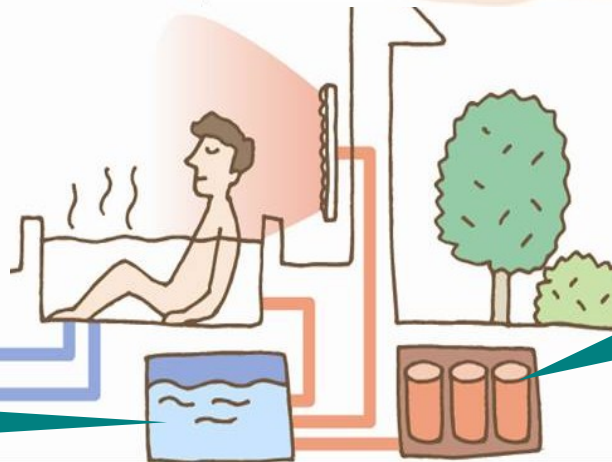


Effective utilization of water resources
Gray water utilization system



Immediate check on data
anxious about
Bathing health adviser

Supply of high efficiency energy
FC hot-water supply
system

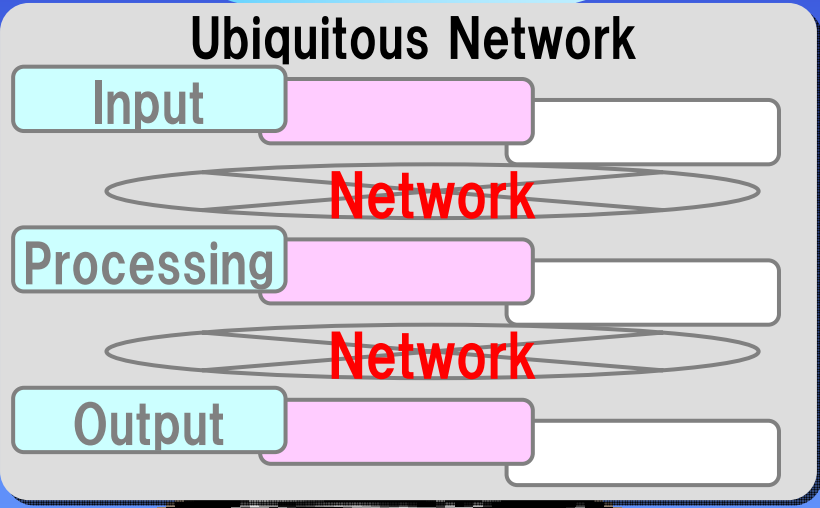


Possible, or probable Structure: Ubiquitous Web Appliances



Ubiquitous Home Appliances

- Surround users
- Simple functions
- Network connection
- Layout-free



Requirements for Ubiquitous Web

- ✓ Secure and safe Platform can be built on it
- ✓ Extensibility, especially for poor devices
- ✓ Can work with some devices
(do not need a centric, specific server)
- ✓ Open and R/F based

Ubiquitous Web Appliances !

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ideas for life

