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I'd like to talk about the Product Strategy of B&I 8mm VTR. Before I'd like to explain briefly about the positioning of Video 8 in the technical context.

The history of VTR is the history of tape and recorded wave length. That means the history of consumed quantity of tape. Please look at this chart, 8mm format was introduced in 1985, that is 15 years after the standardization of 3/4 inch U-matic format, 10 years after half inch of Beta or VHS. Therefore, 8mm format can be said that it is a young format with new metal tape.

The half inch tape has been improved 0.5dB to 1dB per year. We can expect 8mm tape of further improvement like half inch tape has.

Please look at this chart, this chart shows the recorded wave length of various format. The recorded wave length of S-VHS is 0.8μ, on the other hand, standard 8mm is 0.7μ, Hi-band reaches 0.5μ.

Consequently, the consumed tape quantity of 8mm in LP mode is only 2.2ft² per hour, it is equivalent to one page of newspaper, that is about 1/110 of U-matic, and 1/3 of Beta-III mode.

This makes a very compactness

3/4. This growth

Now I'd like to move on to the topic that is the product strategy of Institutional Video 8.

We will develop institutional Video 8 under three main strategies.

The first, "KEEP SYSTEM COMPATIBILITY IN B&I GROUP." This means we consider ^{users} benefit, and develop a product that is compatible with current video system.

The second, "MAKE THE BEST USE OF PV-1 ORIGINAL TECHNOLOGY." We use the PV-1's technological know-how, such as 8mm time code, double deck, or time lapse etc, and develop a ~~completely~~ ^{attractive} new product.

The third, "UTILIZE CONSUMER 8MM TECHNOLOGY EFFECTIVELY." As I mentioned before, we should use consumer's technologies and product of new concept efficiently and develop a new product.

Well, please look at this chart. This chart shows all product line of Institutional Video 8. We think we have to offer each product of each category, ACQUISITION, origination, duplication, and distribution, to be assimilated to current video system.

In this chart, we, as PV-1, are in charge of the highlighted products. Darker ones are Hi-band, brighter are Standard.

Now we'd like to explain more specifically in each category.

In the ACQUISITION field, we are going forward to overcome S-VHS/VHS by taking full advantages of 8mm format, those are the compactness and picture quality. In this field, there are two products that we prepare.

One is the EVO-9100, Hi-band 1-chip CCD camcorder with 8mm time code generator, will be available in July (NTSC), in next spring (PAL). ^{TK}

And the other is the TR-55TC, extremely compact standard camcorder with Time code capability will be coming out in next summer.

With the popularization of Video 8 camcorder, shooting is not required a special skill any more. Shooting is now a piece of cake.

It is also reported that large amount of consumer Video 8 camcorders are consumed for institutional use.

Therefore, we think it is necessary to have easy operation camcorders in this field.

^{and easy editing system}
In the ORIGINATION field, editing has been considered only for professionals, but now it is the time to open this field to everybody who want to do it.

We are approaching this field with the EVO-720 of "VIDEO MEMO CONCEPT." Further, maintaining this concept, we are planning to introduce the EVO-9700, Hi-band double deck, with the new concept of "DISC TOP ORIGINATION."
The EVO-9700 is available in May 1990 (NTSC), October 1990 (PAL).

8 share

This morning, I talked that to increase video 8 share, we're going to invest in 8mm software, and that was confirmed in 8mm strategy meeting held in last March. Also I understand that consumer video 8 group decided to market Video 8 with AFM Stereo.

These two events motivated us that we should prepare the EVO-1100, AFM stereo duplicator, to support consumer's software strategy. It will be coming out in December 1989 (NTSC), March 1990 (PAL). And further we are also planning the EVO-9500, Hi-band Recorder for "Multi-purpose." It can be used for "IN-HOUSE DUPLICATION."

Regarding the DISTRIBUTION, we should utilize the 8mm format advantage that is the compactness. If we have an attractive and compact Video 8 in this field, we can expand institutional Video 8 business more steadily.

The first is portable oriented products. At this moment, we have product line of the EVM-9010, EVO-210, and Institutional Video Walkman etc. For more enhanced product line, we are planning the introduction of Hi-band 9" COMBO, LCD monitor COMBO, and the successor of the EVO-210.

The second is what we call "SPACE CONSCIOUS PRODUCTS." The EVO-90, Hi-band VTR, is applied in AIR LINE company. ~~Passengers can enjoy high quality picture video in the air plain.~~ The EVO-90 has a random access function so that crew members use can easily access to the program that he or she wants to watch.

Lastly, we have the EVP-320 as a terminal VTR. In addition to that, we will introduce the EVO-9500 as a Hi-band distributor.

Now I'm talking about security product. TLV-810 was introduced for a security use in 1987, since then we reached ^{more than} 2,500 units, and security business has been growing very steadily.

I think that there are two key factors that the TLV-810 is very welcomed among users.

- . Actualize a High Resolution both in horizontal and vertical by the original frame recording.
- . Head Clog Conceal Function by the digital frame memory.

We use these two technologies, we will colored the TLV-810 to the TLV-820 in this November in NTSC area. In addition to this, we consider to develop high resolution color camera in the 1990. This camera can be developed very cost effectively because we use the camera block part of consumer camcorder as it is.

Rightly only.
And a sales route of the TLV-810 is going to be integrated to IMK from this October. So far, IMK has been dealing with the market in the North America, and European Security Marketing Group in Europe market.

(We are expecting that with the strong product power and wide sales network, business of security is going to be expanded more and more.)

That's all for our Product Strategy. Thank you.

more over, we are studying the application of TLV technology. for example. Video image fish.