



# STORAGE VISIONS<sup>®</sup> 2007 CONFERENCE

AN ENTERTAINMENT STORAGE ALLIANCE<sup>SM</sup> EVENT



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## **Title**

SAFIA content protection technologies for iVDR, the standardized Removable Hard Disk Drive enhances the digital entertainment experience in the consumer market.

## **Abstract**

As digital broadcasting and broadband are becoming popular, the use of HDDs capable of recording and playing huge amounts of content with high speed is increasing in many AV applications. Furthermore, consumers are requesting for the ability to carry their media with them anytime, anywhere, which will naturally cause demand for removable HDDs. Thus, the iVDR Consortium was established in March 2002 and continues to develop and promote the iVDR removable HDD standard. In addition, we have developed SAFIA content protection technologies first focusing on HDD. SAFIA has been officially approved as the media to record digital broadcasting content by ARIB (Association of Radio Industries and Businesses). We have formed the group to license SAFIA to drive iVDR business opportunities for personal computer and consumer electronic devices. and now iVDR home appliances are expected to be in the market soon in 2007. I speak about features and the business scheme of SAFIA, as well as the 3.5 iVDR Built-in with SAFIA for immediate attract to the consumer market of home electronics.

## **Biography**

Kenji Taima Senior Research Manager SANYO Electric Co., Ltd..

Dr. Kenji Taima is in charge of strategic business development of Digital Systems Research Center of SANYO Electric Co., Ltd. He is currently working on iVDR – removable HDD, SAFIA Content Protection technologies, secure peer-to-peer content distribution service, as well as standardization of the PKI-based security infrastructure. He graduated from Kyoto University in JAPAN in 1983, and was a research affiliate at MIT Media Lab in the USA from 1985 to 1988 and received the doctor degree from Osaka City University in 1996. He can be reached at [kenji.taima@sanyo.co.jp](mailto:kenji.taima@sanyo.co.jp)

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