

SONIC™ Media Middleware

MEDIA SOFTWARE MODULES FOR CONSUMER ELECTRONICS DEVICES



As digital media becomes standard fare throughout our homes, consumer electronics (CE) device manufacturers must move quicker than ever to get their products out to the market. A delay in the production cycle not only affects the launch of a product; it can cost your company the first mover advantage that is so crucial in today's competitive market.

Sonic, the world's leading supplier of DVD and CD creation software, provides system manufacturers with all of the software components necessary to deliver rich media services at the lowest prices possible. Not only does this expand the opportunities for advanced product innovations, it also shortens the hardware design and production cycles required to beat the competition to store shelves.

A Single Source for Multiple Modules

Sonic software modules take care of every aspect of your consumer electronics device, including DVD/VCD playback, DVD and CD recording, and digital video recording. So a DVR/DVD-R manufacturer will spend less time focusing on its software requirements and dealing with multiple vendors, and more time developing the most compelling system possible.

Completely Extensible

The sky is the limit when it comes to implementing Sonic Media Middleware into consumer electronics devices. CE manufacturers now have the freedom to create multiple products out of each software module. Or combine multiple modules to create the ultimate consumer experience. With this kind of flexibility, different products can be designed at various price-points to reach a larger consumer base—all while maximizing your revenue potential.

Faster Time to Market

Software development can account for a huge portion of product design time. But with Sonic Media Middleware, this stage is completely removed from your development process. Incorporating Sonic's software modules early in the development cycle not only saves you time, it offers the instant turnkey solution that your engineers would have been working towards in the first place. And with your efforts now focused on hardware design, you'll have every opportunity to be first to market.

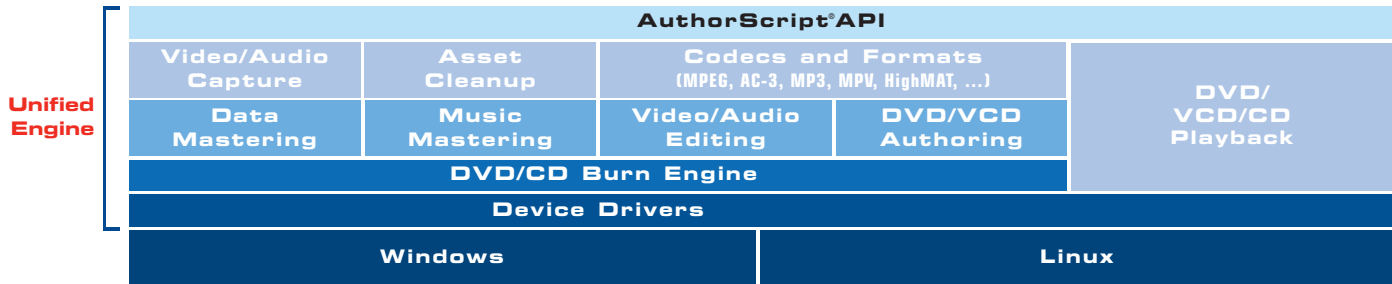
High Performance at Lower Cost

Sonic Media Middleware gives you the option of running your software on a high-performance general-purpose processor chip. This flexibility lets you minimize your costs by selecting a powerful chip that can be bought in large volumes at significant economies of scale.

SONIC™

Current Software Components:

- DVD Navigator – A DVD playback engine enabling playback, rewind and fast forward operations
- DVD/CD recording engine – Software based DVD recording handles data formatting for the system's DVD Recordable drive
- DVR (Digital Video Recorder) – Full implementation of advanced DVR functionality from User interface down to device drivers
- Integrated DVD and DVR – DVD and DVR functions are integrated into a single offering enabling simple DVD recording of captured television shows
- Consumer AC-3 encoder – Dolby™ certified consumer audio encoding module
- Media management modules for video, photos and music – These modules enable users to select, sort and manage their digital video, photo and music files right from their set top box using a remote control
- Communications modules for transferring digital media files between devices – Enables transfer of digital content between various networked devices (such as a set top box in the living room and a PC in the den)
- 10-foot UI – These applications are presented through a clear user interface designed for use in a living room environment
- OS Support – These software modules are available on the Linux and Windows XP embedded operating systems



From the Leaders in DVD

Since 1986, Sonic Solutions has been setting the standard for quality, productivity, and creativity in digital media production. As the world's leading supplier of DVD and CD creation software for professional, industrial and consumer applications, more businesses are built around Sonic than any other DVD production system.

The majority of major film releases on DVD have been produced by Sonic's professional DVD authoring systems, making them the standard authoring tools for studios in Hollywood and around the world. Sonic's MyDVD® and DVDIt!® are the most widely-used DVD creation applications by consumers and video enthusiasts and are the solutions of choice among the key PC and after-market drive suppliers. And Sonic's CD and DVD mastering software is the leading OEM solution for transferring and backing up data to CD and DVD media.

Industry-leading companies including Adobe, Time Warner, Avid, Microsoft, and Sony have licensed Sonic software. Sonic's DVD applications including MyDVD®, DVDIt!®, and RecordNow!™, are currently bundled by major OEMs such as Adaptec, Compaq, Fujitsu, Hewlett-Packard, Hitachi, Matrox, Memorex, Nova, Panasonic, Philips, Pioneer, Sony, ViewSonic, and many others.