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# **Next Generation Wireless Gizmos and Gadgets**

**September 19, 2006**

**SANYO Technology Center  
Naoki Chiba**

## Handsets for

- **WiFi**
- **Digital TV**
- **Mobile Virtual Network Operator**

- **For KDDI AU (Japan)**
- **IEEE802.11b/g**
- **CDMA 1x EVDO**
- **Released: March 2006**
- **On Sale: July 2006**
- **Corporate use**
- **VoIP internal phone**
- **Word/Excel viewer**

## SANYO W02



# Digital TV (ISDB-T)

- **News Released: Sep. 2005**
- **On Sale: Dec. 2005**
- **DTV Service: Apr. 2006**
- **For KDDI AU (Japan)**
- **2.4 inch QVGA (16:9 320x180, 4:3 320x240)**
- **Recordable (Video: H.264, Audio (Stereo): AAC-LC)**

## SANYO W33SA



# Digital TV - Progress



Service

W33SA

**W33SAII**



**Data rate  
(320->  
412kbps)**

**W43SA**




- **Longer hours  
(2h15m ->  
4h40m)**
- Smaller**

# Competitors



W41H  
2.7inch  
(240x400)  
Feb. 06



W43H  
2.6inch  
(240x400)  
Aug. 06



P901iTV  
Mar. 06

# Competitors – No.2

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SHARP  
Vodafone



905SH  
2.6 inch  
(240x 400)  
May. 06

NEC and Fujitsu follow?

# Mobile ESPN - MVNO

On Sale – Feb. 2006

## Hardware Specs

- EVDO
- 2.1 inch QVGA Display

## For Sports Fans

- Live Box Scores
- Team & player stats
- ESPN news & commentary
- Video clips of game highlights and ESPN shows
- Gamecast - a live graphical representation of games
- Personalized game alerts
- Fantasy sports management & updates

**MVP**  
SANYO





# Discussions

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## 1. WiFi

- Business model
- No benefit for communication companies

## 2. DTV

- Business model
- Free of charge
- Connection with the Internet

## 3. MVNO

- Cannibalization