

SeeQVault

Robust, Mobile, Flexible,
Secure Flash Memory

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SeeQVault is ...

- A technology for content delivery eco-system with secure storage device like SD Memory Card and USB HDD
- Utilized for premium quality digital video content like **4K-UHD video and HD video stream**
- Developed by **Panasonic, Sony, Samsung and Toshiba** and licensed from NSM Initiatives LLC

Existing TV broadcasting services

- There are TV broadcasting services all over the world
- Consumers enjoy watching TV programs however feels some pains
 - scheduled time, fixed place, a few times to watch...
- However, if the broadcasting system has no protection technology, all titles will be copied freely and most of people will not use the service
- Secure storage devices relief such pains and fascinate the services.

Playback anytime anywhere

Recording



Bring out

In house



In a car



Flight or train...

Benefit to use storage device

- **Playback anywhere and anytime**
 - No internet access is necessary for playback
 - Internet streaming service does not work in offline or low network performance environment
- **Easy data transfer**
 - Content can be moved/copied to a SeeQVault storage device
 - Recording operation is easier-to-understand and less-mistake than M2M network transfer (like DLNA)
- **Backup**
 - Once recording in SeeQVault storage device, any SeeQVault host device can playback it
 - In case of device bind recording, when the device is broken, all recorded content will lose.

Complement each other

Physical Media

Digital Delivery

Advantage

- Playback on all compliant devices
- Consistent, optimal performance (no buffering)
- Doesn't take up consumer or provider bandwidth
- Promotes ownership and collection
- Can easily scale to accommodate 4K-UHD

- Convenience and mobility
- Requires no physical storage space
- Not subject to damage or degradation
- Simultaneous playback on multiple (closed garden) devices

Limitation

- Limited compatibility with mobile devices
- Scratches & degradation
- Can only viewed on one device at a time (difficult for family to share)
- Takes up physical storage space

- HD content consumes limited storage space on mobile devices
- Streaming quality is inconsistent
- Lack of ubiquitous Wi-Fi access
- Consumer & provider bandwidth hog
- Requires rethinking of digital delivery in order accommodate 4K-UHD

Complement



NSM's activities:

- Jan. 2013: NSM LLC established
- Feb. 2013: Licensing start, announcements at Mobile World Congress (MWC)
- Aug. 2013: Dpa (a broadcast approves SeeQVault for the secure recording output
- Aug. 2013: DTLA approves SeeQVault for the secure output from DTCP
- October 2013: SeeQVault support microSDs and a portable host device are in the market in Japan
- NSM LLC is also communicating with other standards bodies such as BDA and DECE



Summary

- SeeQVault technology creates new business opportunities in order to respond to future expected demand of consumers to enjoy premium movies anytime and anywhere.
- SeeQVault technology has been developed by the four companies since 2011 and real products has been already in a market
- Anticipating various companies to introduce both home and mobile SeeQVault products and SeeQVault compatible devices on a mass-market level all over the world.



website

- [English](http://us.seeqvault.com/) <http://us.seeqvault.com/>
- [Japanese](http://jp.seeqvault.com/) <http://jp.seeqvault.com/>

Robust, Mobile, Flexible, Secure Flash Memory

Created by the leaders in consumer technology — Panasonic, Samsung, Sony and Toshiba

SeeQVault

- For Consumers:**
 - Move content seamlessly across devices without domain or account-bound restrictions.
 - Enjoy content anywhere, anytime with or without an internet connection.
 - Share and enjoy content with friends and family on any SeeQVault enabled device (such as DVD and Blu-ray).
 - Purchase and download premium HD content.
- For content service providers:**
 - Expand mobility options for consumers.
 - Allow full and unfiltered 1080p playback with no bandwidth restrictions.
 - Create new consumption patterns and business models.
- For content creators:**
 - Enhance the value of content ownership through greater viewing flexibility.
 - Protect premium content from unauthorized single-copy or large scale replication.
 - Create new business models that span screens ranging from 4 inches to 4K.

About Us

Next Generation Secure Memory Initiative is a collaboration of Panasonic, Samsung, Sony and Toshiba to license and promote SeeQVault, an HD capable security protection and management system for SD Cards, embedded memory and other flash media for use in advanced consumer applications such as smart phones, tablets, computers, gaming consoles, set-top boxes and TV's.

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In the Press

- SeeQVault Announcements**
 - NSM CES 2014 Press Release
 - 2013 Release (MVC)
 - 2011 Release
- Partner Announcements**
 - Toshiba MVC Announcement
- SeeQVault in the News**
 - SeeQVault Licensing Begins *TWICE Magazine*
 - SD Cards for SeeQVault DRM Standard *CIO Magazine*
 - CES: Records, 3D and ... Curves? *Home Media Magazine*

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Request Licensing

SeeQVault is available for licensing by host device manufacturers, content service providers and content creators/intellectual property rights holders. Select one of the following to request a copy of the:

[Adopter Agreement](#) | [Information Agreement](#) | [Service Provider Agreement](#) | [Content Participant Agreement](#)

This license is for manufacturers of flash memory products and host device products. The license includes:

- Use of Next Generation Secure Memory technical specifications for manufacturing and sales of compliant products.
- Use of essential patents owned by licensors to implement the technical specification.
- Use of trademarks.

License categories and fees/royalties for each license category can be found in the [fee schedule](#).

NOTE: NISM is pleased to offer a waiver of the Adopter Annual Fee for FY2015 (period from January 1, 2015 - December 31, 2015).

Request the adopter agreement:

Company Name

Company Website

Contact Name

Contact Job Title

Contact Email

Contact Phone

[Submit request](#)