



Promoter Member Testimonials

Cablevision

“Cablevision is not only committed to providing our customers with a broad array of compelling content, but also to pioneering the way content is viewed and shared throughout the home. HANA’s clear mission is to enable this vision, which is why we are pleased to be part of this alliance and to directly contribute to achieving these important objectives.”

- Wilt Hildenbrand, Cablevision’s Senior Advisor, Engineering & Technology

Mitsubishi Digital Electronics America, Inc.

“Mitsubishi Digital Electronics America, Inc., a leader in HDTV and networked audio-video, is proud to be a promoter member of HANA and an active participant in its development. HANA will empower consumers to experience new applications through the connection of current and future digital AV devices on a secure, stable and high performance home network. With HANA, Mitsubishi will leverage existing AV networking expertise to develop attractive, new applications for HDTV consumers.”

-Frank DeMartin, Vice President of Marketing, Mitsubishi Digital Electronics America, Inc.

NBC Universal

“By creating a secure home network environment that respects the rights of content owners, multichannel video service providers and broadcasters, HANA can give consumers access to more high-value HD content, with new flexibility and convenience in its legitimate use. In particular, the incorporation of Digital Rights Management and watermark verification of copyrighted content in the HANA architecture are key to ensuring that HD content can flow seamlessly across a wide range of consumer devices.”

-Glenn Reitmeier, Vice President of Technology Standards, Policy & Strategy, NBC Universal

Samsung

“HANA will spark a revolution across multiple industries – especially in consumer electronics. Through a shared vision, HANA members will help usher in a wide range of advanced HD products and services while delivering enormous consumer benefits. Samsung is very pleased to be part of HANA. Together with Content and Service Providers, IT and other CE companies, we can navigate the complexities to deliver HD service quality, content security and ease of use. Let’s all start enjoying High Definition content with HANA.”

-Dr. Heemin Kwon, Executive Vice President, Samsung Electronics

Sun Microsystems

“Sun has always believed that open standards drive innovation and create new market opportunities. By developing a standards-based secure environment for the distribution of content, HANA can help improve the consumer experience, expand the community of networked media devices and lower the costs for content providers.”

-Glenn Edens, Senior VP of Communications, Media and Entertainment, Sun Microsystems

Texas Instruments

“TI is excited about being a part of the HANA Alliance, and as the market leader in IEEE-1394 (FireWire®) silicon, we see great potential in transporting high definition content via 1394 in the digital

home network environment. With HANA leveraging both the bandwidth and content protection capabilities offered by 1394, our participation positions us well to influence silicon solutions.”

-Zephra Freeman, Strategic Marketing Manager, TI's Digital Interface Business Unit

Warner Bros.

“As a content provider, Warner Bros. wants consumers to be able to enjoy our HD content anywhere in their home with the greatest possible ease, while maintaining content security. HANA provides an excellent means of setting the reference designs to make that a reality.”

-Alan Bell, Executive Vice President, Warner Bros. Technical Operations Inc.