



September 2, 2008

www.hanaalliance.org

Welcome to the HANA Newsletter!

HANA, the High-Definition Audio-Video Network Alliance, is the first cross-industry collaboration to address the end-to-end needs of connected, high-definition, home entertainment products and services. Each issue of the HANA Newsletter will provide you with information on upcoming events, member news, recent PR and partner activity, and much more!

[Letter from the President](#)

[New Officers](#)

[HANA at CEDIA](#)

[New Web Site Launch](#)

[Member Company Spotlight](#)

[HANA News](#)

[Join HANA](#)

Letter from the President

These are exciting times for those of us working in home entertainment networking. High definition content is increasingly available from cable and satellite providers, Blu-ray DVD, and even the Internet. According to the CEA, more than 40% of U.S. households have an HDTV and that number could top 50% by year's end, with more than 10 million homes owning two or more HDTVs. Unfortunately most of the HD content that is available can only be viewed on a single TV over an HDMI connection. Cable STBs have a 1394 (FireWire™) port on them, but it does not include the necessary features to allow it to be used as an Electronic Program Guide or User Interface. Blu-ray DVD players are allowed to use FireWire but to date few if any actually include one. And of course, most of the broadband content goes to your PC, not your HDTV.

HANA is changing this even as we speak. By the end of the year, HANA will have developed a reference design for a solution that will enable connections to your cable or DSL broadband modem via Ethernet and your cable HD STB via its FCC mandated FireWire port to be shared over the coax cables already installed in today's homes. The HANA Entertainment Box reference design, with its included hard drive and PVR features, will enable any HDTV in your home to access broadband and cable delivered content using a simple point-and-click user interface and a single remote control. And an Electronic Program Guide and will be available from various online services to enable PVR functions from existing cable STBs.

All of this will be protected using industry standard content protections along with a new layer of security developed by IBM and HANA to allow managed copies of HD and SD content to be made.

If this sounds exciting, you can find out more and learn how to join HANA at

www.hanaalliance.org.

Bill Rose
HANA President

New Officers

HANA is pleased to announce the election of its new officers. Bill Rose, representative of Pulse~LINK, as the new HANA President. Don Leake, IBM, is the new HANA Treasurer. They both bring extensive leadership experience to HANA and will join with the Board of Directors to set direction and drive HANA's mission of bringing HD to life with a simple HD whole-home network.

HANA at CEDIA

September 3-7, 2008
1394 Trade Association, Booth #362
Colorado Convention Center
Denver, Colorado
www.cedia.net/expo

Please visit HANA in the 1394 Trade Association booth #362 to see the HANA solution in action. HANA and the 1394 Trade Association will demonstrate streaming HD content throughout a three-room scenario, using 1394 over coax. The demo includes products from HANA member companies, Pulse~LINK and Samsung.

With the recent release of the first 1394 Over Coax standard from the 1394 Trade Association, high-definition and multimedia content can be transported at more than 400 Mbps over existing in-home coax cabling, making it the fastest home entertainment coax network available.

At CEDIA, HANA will demonstrate how its solution allows consumers to begin viewing HD content in the living room, using a single remote control that enables the user to pause and then move into another room of the house to continue viewing the same program. The HD content is protected while it streams throughout the home, with guaranteed quality of service.

Contact HANA at admin@hanaalliance.org if you would like to schedule a meeting with HANA President, Bill Rose, during CEDIA.

New Web Site Launch

The new HANA Web site is now up and running! Please take a moment to click through the new site for information about the organization and various announcements: www.hanaalliance.org/. The HANA Web site will bring you the latest information on HANA's design guidelines and reference design.

All Promoter and Contributor members must register for their username and password in order to access the Member's area. Please take a few minutes to sign up for a new Member login by visiting <http://hanaalliance.org/members/> and clicking "Register."

Member Company Spotlight



Texas Instruments serves the world's most innovative electronics companies, helping them develop new ideas that change the way we live. By providing semiconductor technologies that promote greater power efficiency, enable more features, enhance performance and deliver more value, TI expands the possibilities every day for how we learn, connect, grow and discover.

TI has been a board member of HANA since 2006 and brings extensive 1394 expertise to the HANA technical work group. Visit TI at www.ti.com to learn more.

HANA News

[HANA Picks 1394 Over Coax International Standard for HD Home Networking](#)

August 20, 2008 | Information Technology Newsletter

[HANA Employs New 1394 Over Coax International Standard for HD Home Networking](#)

August 19, 2008

[HANA 2.0 Home Networking adds HD video QoS guarantee, discovery and DRM](#), by Daniel Mar,

Texas Instruments

May 2, 2008 | Video Imaging DesignLine

Join HANA

Companies in the four industry areas – content providers, service providers, CE and IT – can work with other HANA Members to help shape the future of HD on fulfilling the HANA vision. HANA plans to address stronger content protection, wireless extensions, richer applications and user interfaces, advanced video compression, interactive HD content and enhanced security.

How to join: Visit [here](#) to apply for membership.

Contact us: Please contact us with questions or membership inquiries at admin@hanaalliance.org or visit www.hanaalliance.org.

Subscribe to the HANA Newsletter

Please [click here](#) to subscribe to the HANA newsletter.

Unsubscribe to the HANA Newsletter

Please [click here](#) to unsubscribe to the HANA newsletter.