

● Activities ●

d animestore Supporting H.265/HEVC Exhibit at the International Conference on ITU-T and ISO/IEC Standardization

NTT DOCOMO presented its pioneering commercial d animestore supporting H.265/HEVC (High Efficiency Video Coding) at the International Standardization Conference held by the International Telecommunication Union-Telecommunication Standardization sector (ITU-T) and the International Organization for Standardization (ISO)/International Electrotechnical Commission (IEC) at the Sapporo Convention Center on Tuesday, July 8th, 2014 (**Photo 1**).

H.265/HEVC is a new video compression format approved by ITU-T and ISO/IEC as an international standard in January of 2013. d animestore began providing first movie distribution services with this standard in Japan in May of 2014. The standard greatly shortens download time by halving video data size without reducing quality.

The exhibit featured 4 terminals using the new standard (1 High-Definition Multimedia Interface (HDMI) for output to external monitoring), to demonstrate the “extremely beautiful” quality of d animestore streaming using



Photo 1 Sapporo Convention Center

ing LTE (**Photo 2**).

This d animestore service exhibit was viewed by about 120 people, mainly international engineers involved in setting down the standard, including the chairpersons of the standards conference (**Photo 3**). These people had a very favorable reaction to the exhibit, praised the fact that a commercial service had been quickly started using the new standard, and expressed their interest in the d animestore service content, which currently offers users free viewing of around 1,000 anime productions for a monthly fee of JPY 400 (excluding tax). Many of the exhibit viewers also spoke highly of the stable and uninterrupted streaming enabled by DOCOMO LTE.

While NTT DOCOMO has contributed to setting down these standards both in terms of technical propositions and promotion of standardization, presenting the d animestore at this conference was a great opportunity to promote this new DOCOMO H.265/HEVC commercial service to the world.



Photo 2 The d animestore exhibit

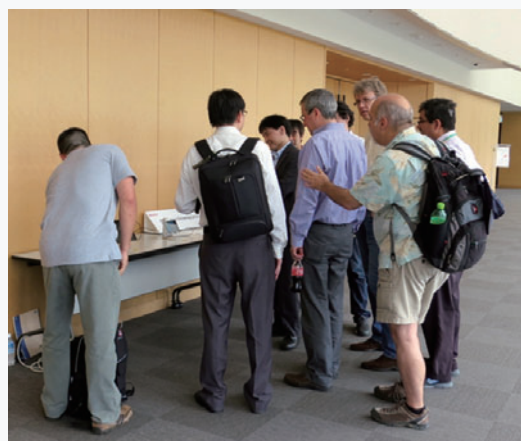


Photo 3 The scene at the exhibit