



Sony and IPv6

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SONY



Plan

- Sony's interest for IPv6
- Overview of IPv6 activities at Sony
- Next

Sony's interest for IPv6

- **Sony**
 - Entertainment company
 - Electronics
 - Contents
 - Sony Music Entertainment
 - » with Jennifer Lopez, Celine Dion, ..., Glenn Gould
 - Sony Pictures Entertainment
 - » E.g. Spiderman
 - Sony Computer Entertainment
 - » incl. PlayStation
 - Networks
 - So-Net: major ISP in Japan
- **Ubiquitous value network**
 - Contents x Networks x Communities x Devices
 - Combining new value chains for maximum user entertainment
 - “Go create”
- **A user has many digital devices**
 - Network enabled
 - Fun in using
 - Personal entertainment: *Clié PDA, Vaio PC, Portable players, PSP,*
Home entertainment *including PlayStation, in-car systems*
- **Enjoy easy connectivity: IPv6 needed**

IPv6 activities at Sony

- Sony Corporate Labs Europe
 - 6net partner
- So-Net
 - IPv6 trial, during Spring
 - using Sony's Cocoon HDD home appliance
- Sony Japan
 - BB video communication using PS2 terminals
- Sony Ericsson
 - P800 and P900 smart phones: Symbian OS 7.0 supporting IPv6
- Sony US & CISCO
 - IP monitoring camera network for schools

Next

- 2005?
 - IPv6 in consumer products
 - Today:
 - Bluetooth, WiFi, USB, i-link interfaces
 - IP enabled
 - Tomorrow:
 - IPv6
 - Any user owns many devices
 - “Connect them all”
 - Why not earlier?
 - Cheap to integrate & easy to operate, ubiquitous value networking
 - Consumer market: critical mass

