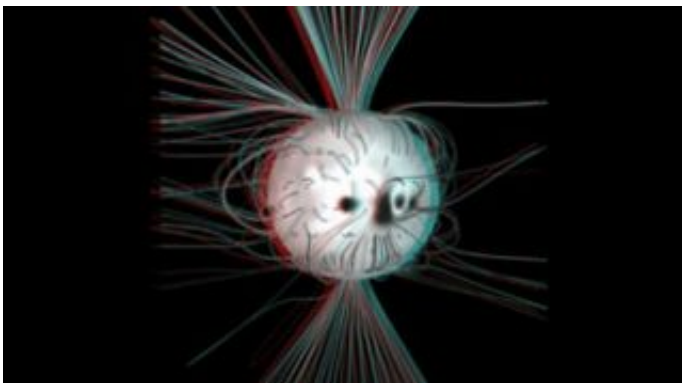


KDDI, The Ubiquitous Provider Provides More

November 19 2007, by Mary Anne Simpson



Magnetic Field of Sun. Courtesy NASA

KDDI Corporation is focused on total customer service. Currently, DVD quality film may be purchased by broadband subscribers. In the R&D division, KDDI is poised to offer the first Quad HD download over the existing pipe.

The KDDI Corporation of Japan plans to implement an initial phase of its manifesto to provide total customer satisfaction. KDDI is releasing to its broadband subscribers DVD quality films that may be downloaded for about \$4.30. The pipeline news for KIDD is more interesting. KIDD has plans to deliver Quad HD movies over the same pipe. This will make KDDI the first telecom to offer 4k digital cinematic downloads via broadband.

Current DVD Services:

KDDI offers all of its broadband subscribers the ability to download nearly 1,000 DVD quality films. The downloaded films are copy protected like SD cards, but may be played as many times as the subscriber desires. The downloaded DVD must be written to a DVD-R disc in order to be viewed on a DVD player. KDDI has a distribution agreement with Warner Bros. The agreement in theory prevents subscribers from copying and distributing the films, but there is no limitation on the number of plays on the initial download.

According to Digital World Tokyo, the cost effectiveness of this feature is presently uncertain. The reason is that new release movies may be rented for about one-half of the cost KDDI is charging to own the no-frills packaged movie. The customer will be the final judge which may take a little time to determine.

The Future Quad HD:

KDDI is in the development stage of providing Quad HD movies using their existing pipe. The R&D division is currently using eight processors to handle the enormous calculations. The R&D team is confident the desired results can be parred down. To maintain a high definition quality film generally consumes bandwidth at the range of 250Mbps. The KDDI version plans to utilize only 20Mbps.

According to Digital World Tokyo, Japan is uniquely poised to implement this innovation because broadband typically operates between 50Mbps and 100Mbps. In the West because it is beyond most ADSL subscribers capacity. KDDI is confident the innovation that utilizes H-264 methodology may be run on a typical ADSL or fiber optic Internet connection.

KDDI Corporation, the ubiquitous solution company has nearly 28 million subscribers in total. KDDI is dedicated to total customer satisfaction not in the abstract, but as a guide post for all company operations.

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