

October 11, 2006

### **JVC Awarded Prestigious IEEE Milestone for Development of VHS Video** *In the Year Marking the 30<sup>th</sup> Anniversary Since First Commercial VHS Deck Released in 1976*

Victor Company of Japan, Ltd. (JVC) today announced that it had been awarded the prestigious IEEE Milestone<sup>1</sup> in recognition of its development of the VHS home video format. The Milestones program is run by the IEEE<sup>2</sup>, the world's largest association of electrical and electronics engineers. The award is in general recognition of the superior fundamental design and sophisticated technology of VHS video, made possible by JVC's proprietary inventions. It also recognizes the status attained by the VHS video format as the global standard for home video tape recording (VTR), made possible by maintaining standards compatibility.

IEEE Milestones honor achievements in electrical, electronic and computer engineering, singling out those achievements that have had a significant social and historical impact. Since the program was established in 1983, over 70 Milestones have been awarded around the world.

JVC's development of VHS video is the sixth achievement in Japan to receive the award, and the first in the audio-visual field in Japan.

This year marks the 30th anniversary since the first commercial VHS video deck was released on September 9, 1976. Since then, more than 900 million VHS video decks have been manufactured for the global market. Products equipped with VHS technology continue to be an integral part of manufacturers' product lineups, including products such as three in one HDD/DVD/VHS recorders.

The commemorative plaque designating the IEEE Milestone award will be permanently displayed at JVC's Techno Wing technology and product development center.



**First commercial VHS video deck released in 1976, shown with IEEE Milestone plaque**

JVC developed the VHS video standard through a demanding quest to meet the future needs of home VTR applications. Prerequisites included long recording times, compact size, light weight, standards compatibility and ease of manufacture. VHS video was embraced by a broad base of consumers across the world, eventually establishing a position as a global de facto standard.

Through the ability to view television programs at a later time or date, VHS video greatly enhanced the freedom of lifestyle for consumers. In addition, the technology made it possible for consumers to view movies in the home as well as shoot video and communicate with each other using camcorders. VHS video technology had a major impact on many fields including the electronics industry and the visual entertainment industry starting with the movie industry. It also had a major impact on education and the arts.

Even today, manufacturing licenses for VHS video technology continue to be in high demand as evidence of the format's deep-rooted base. The demand centers on the recording and playback features of VHS video, which has extensive penetration in households across the globe, and the need to reproduce the massive array of VHS video assets that have been accumulated to date.

VHS video technology also opened the doors to portable video and video shooting utilizing camcorders. The modern market for home cinema owes its legacy to VHS video, relying today on new forms of media such as hard disks and DVDs.

<sup>1</sup> IEEE Milestone

The IEEE established the Milestones program in 1983, in order to recognize important historical achievements in electrical, electronic and computer engineering that have had a social impact. At last count, over 70 Milestones have been awarded in recognition of achievements such as Volta's electrical battery invention and the Fleming valve. In Japan, Milestones have been awarded to the directive short wave or Yagi antenna (recognized in 1995), Mount Fuji radar system (2000), Tokaido Shinkansen or bullet train (2000), Seiko's electronic quartz wristwatch (2004) and Sharp's electronic calculator (2005). JVC's development of VHS video will be the sixth Milestone to be awarded in Japan.

<sup>2</sup> IEEE (The Institute of Electrical and Electronics Engineers, Inc.)

Headquartered in the United States, the IEEE is the world's largest professional association for electrical and electronic engineers. According to the organization's latest figures, it has more than 360,000 members in over 150 countries. The IEEE is a leading force in fields ranging from computers, electronics and telecommunications to electric power, aerospace systems and biomedical engineering, serving as a leading authority in these and other fields

The IEEE currently has 39 societies. Its activities include holding international conferences, publishing transactions and creating standards. The IEEE has nine chapters in Japan including those in Tokyo and Kansai, with around 13,000 members across the country.

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