



Fact Sheet

- Headquarters:** High-Definition Audio-Video Network Alliance
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- Date Founded:** October 2005
- About HANA:** HANA stands for the **H**igh-Definition **A**udio-Video **N**etwork **A**lliance. HANA members include content providers, service providers, IT and consumer electronics companies.
- Mission:** HANA's mission is to provide consumers with a simple way to connect and enjoy high definition entertainment anywhere in the home.
- HANA's goal is to create standards-based solutions to facilitate commercial deployment of connected products and services that will enhance the consumer HD entertainment experience.
- Membership:** Content Providers, Service Providers, Consumer Electronics and IT companies.
- Promoter Members: Cablevision, IBM, NBC Universal, Pulse~LINK, Samsung Electronics, Sun Microsystems, Texas Instruments and Warner Brothers.
- Contributor Members: 4Home Media, AMD, Analog Devices, ANT, ARM, Digeo, Dolby, ETRI, Mitsubishi Digital Electronics America, NDS, Oxford Semiconductor, Tzero, VIA Technologies, VividLogic and Zoran Corporation.
- Adopter Members: ATI, Firecomms, Ikerlan, LRS Media, Newnex Technology Corp. and WiPro Technologies
- Value Proposition:**
- Service Providers:
- Uses in-home wiring (Cat5 – up to S800 or Coax – up to S400)
 - Reduces CAPEX/ Light STB
- Content Owners:
- HANA content protection for commercial content

Product Developers:

- New business opportunities with HANA devices
- HD quality of services

Consumers:

- Easy to connect (single wire)
- Easy to control (single remote control)
- Easy to transfer content (simple user interface)