



**BLU-RAY DISC ASSOCIATION CES 2007**  
**Blu-ray Disc: The Leader in HD Entertainment**

**Press Conference Speakers**

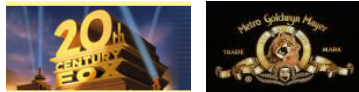
**Key Factors for High Definition Disc Adoption and Current Projections –  
Why Blu-ray Will Win**



**Andy Parsons**

Senior Vice President, New Product Development, Pioneer Electronics & Chair, Blu-Ray Disc Associations U.S. Promotion Committee

**The Hollywood Perspective – Announcements and Comments from Seven of the Eight Major Studios**



**Mike Dunn**

President, Twentieth Century Fox Home Entertainment

**LIONSGATE**

**Steve Beeks**

President, Lionsgate Home Entertainment



**Kelley Avery**

President, Paramount Home Entertainment



**David Bishop**

President, Sony Pictures Home Entertainment



**Ron Sanders**

President, Warner Bros. Home Entertainment



**Bob Chapek**

President, Buena Vista Worldwide Home Entertainment