

NEWS RELEASE



First Blu-ray Disc Testing Center Established in China

July 8th, 2008, Beijing, China-- CESI Technology Co. Ltd., a contributor member of the Blu-ray Disc Association (BDA), has been designated as the first official Blu-ray Disc Test Center in China. CESI Technology's joining BDA as a Contributor member and their establishment of the Test Center indicates the strong momentum building for the Blu-ray Disc format in China.

The establishment of this Blu-ray Disc Test Center is also a critical piece in the Blu-ray Disc value chain in China. From today, Chinese manufacturers can receive verification services for the official production of BD-ROM Movie Players at this center. This will dramatically shorten the time needed for product development and market launch of fully compliant BD products for Blu-ray Disc product manufacturers.

"We are extremely pleased that CESI Technology has joined the Blu-ray Disc Association as a Contributor member," said Sumitaka Matsumura, Chair of BDA's China Task Force. "The Blu-ray Disc Association continues to work hard to bring high definition to Chinese consumers and this development with CESI Technology Co. Ltd. is another significant indication of the strong support for the Blu-ray Disc Format in China. The establishment of an official test center in China is critical to the acceptance of Blu-ray Disc in China by the industry and consumers and so we very much look forward to the contribution of CESI Technology."

"Blu-ray Disc as the successor of DVD presents new business opportunities for the Chinese consumer electronics industry. I am confident that Chinese companies will play an important role in driving the rapid adoption of the Blu-ray Disc format worldwide," stated Mr. Xinhua Zhao, President of CESI Technology Co. Ltd. The establishment of our Blu-ray Disc format Test Center will help complete the ecosystem of Blu-ray Disc business and this center will help Chinese companies shorten the time to market while saving cost. We expect to collaborate closely with the BDA to bring the high definition experience to Chinese consumers as soon as possible."

About Blu-ray Disc

Blu-ray Disc is the next-generation de facto optical disc format that has been developed for high definition audio-video and high capacity data software applications. A single-layer Blu-ray Disc can hold up to 25 gigabytes of data and a double-layer Blu-ray Disc can hold up to 50 gigabytes of data.



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About the Blu-ray Disc Association

The Blu-ray Disc Association (BDA) is responsible for promoting and developing business opportunities for Blu-ray Disc – the next-generation optical disc format for storing high-definition movies, games, photos and other digital content. The BDA has more than 180 members. Its Board of Directors consists of Apple, Dell Inc., Hewlett Packard Company, Hitachi, Ltd., LG Electronics Inc., Mitsubishi Electric Corporation, Panasonic (Matsushita Electric), Pioneer Corporation, Royal Philips Electronics, Samsung Electronics Co., Ltd., Sharp Corporation, Sony Corporation, Sun Microsystems, TDK Corporation, Thomson, Twentieth Century Fox, Walt Disney Pictures and Television, and Warner Bros. Entertainment.

For more information, please visit www.blu-raydisc.com.

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About CESI Technology Co. Ltd.

CESI Technology Co. Ltd. is a subsidiary of CESI (China Electronics Standardization Institute) which is a nonprofit institution engaged in standardization. CESI Technology engages in test and conformity assessment activities in the field of electronic information technologies.

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