



NEWS RELEASE

DRA Passes Technical Evaluation by BDA; Achieves Major Step Toward Adoption by the Blu-ray Disc Format

Beijing, China, 2008/7/8 – The Blu-ray Disc Association (BDA) today announced that DRA (Digital Audio Coding) technology has passed an important technical evaluation. This represents a key milestone for a locally-developed Chinese technology to be potentially adopted by Blu-ray Disc format. This milestone is the result of hard work by engineers in the Audio Codec Evaluation Technical Task Force under the BDA's Joint Technical Committee, and close collaboration with China Hualu Group and DigiRise Technology Ltd.

"We are very happy that DRA, an original Chinese audio coding technology, has passed the BDA technical evaluation. The BDA is now taking final steps to formally adopt DRA as part of the format. The BDA is always open to such discussions and evaluations in its pursuit to creating the best format possible," stated Mr. Sumitaka Matsumura, Chair of the BDA China Task Force. The testing process strictly followed BDA's worldwide evaluation standards where contributions came from all major vendors in the value chain, including key hardware manufacturers and content providers.

"We are very happy to learn that DRA technology has passed the technical evaluation step in BDA, as this result paves the path for DRA technology to be adopted by the Blu-ray Disc format," said Mr. Songhe Yin, vice president of China Hualu Group. "We will continue to work closely with BDA in order to complete the remaining procedures and ensure that DRA technology will be adopted by the Blu-ray Disc format as soon as possible. This creates the ideal condition for DRA technology to be adopted by the market."

About Blu-ray Disc

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

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., HP, 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, Inc., TDK Corporation, Thomson, Twentieth Century Fox, Walt Disney Pictures and Television, and Warner Bros. Entertainment.



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