



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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SinoCES Special Issue

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Blu-ray Disc Association focuses on strategic importance of Chinese market for global format establishment

“Within the BDA we regard the Chinese market as strategic and important in the global adoption of the Blu-ray format,” commented Victor Matsuda, Chairman, Global Promotions Committee at the Blu-ray Disc Association. Matsuda was talking in Beijing, China at the start of SinoCES.

“The BDA is engaging locally through our Chinese Task Force in order to facilitate a rapid acceptance of the Blu-ray Disc format by the industry and by consumers throughout China,” he continued.

At the start of SinoCES, several major announcements have illustrated the focus on Blu-ray Disc that exists in the Chinese market. “The DRA technology announcement highlights the fact that within the BDA we are at advanced stages of adopting key Chinese technology as a part of the format and this will help facilitate the acceptance and establishment of Blu-ray in China,” commented Matsuda.



Victor Matsuda

“The CESI testing center announcement will make a massive contribution to establishing a local ‘Blu-ray ecosystem’ in China whilst the Sony announcement is just one example of many international companies that are investing in China,” Victor Matsuda concluded.

Currently, the Blu-ray Disc Association comprises more than 190 companies. Through the association, a Chinese Task Force has been established with the key aim of supporting Blu-ray evolution in this massive market. Alongside this work, many of the BDA member companies are working in every area of the format’s introduction in China.



Chinese-developed DRA technology moves towards adoption by Blu-ray Disc Association

"We will continue to work closely with BDA in order to complete the remaining procedures and ensure that DigiRise DRA technology will be adopted by the Blu-ray Disc format as soon as possible. This creates the ideal condition for DigiRise DRA technology to be adopted by the market."

Songhe Yin
Vice president
China Hualu Group

The Blu-ray Disc Association (BDA) has today announced that DigiRise DRA (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 DigiRise DRA, an original Chinese audio coding technology, has passed the BDA technical evaluation.

The BDA is now taking final steps to formally adopt DigiRise 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."



First Blu-ray Disc testing center opens in China

"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."

Xinhua Zhao
President
CESI Technology Co. Ltd.

CESI Technology Co. Ltd., a contributor member of the Blu-ray Disc Association, 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."

Sony DADC starts Blu-ray Disc production in China and Australia

At today's BDA press conference in Beijing, Sony DADC announced the start of Blu-ray Disc (BD) production in China and Australia. According to the group's president, Dieter Daum, facility expansion at the Shanghai production site is nearing completion and production start is scheduled for mid December 2008. At the Sydney site, BD replication is scheduled to start in February 2009. The sites will offer replication of both BD25 and BD50, meaning Blu-ray Discs with a 25 and 50 gigabyte storage capacity.

“Blu-ray Disc is the global industry standard for High Definition media and is growing exponentially in Europe, North America and Asia,” comments Dieter Daum. “China represents a massive and strategically important market and our investments are intended to support Blu-ray's establishment in this territory.”

With a rapidly growing market penetration, Blu-ray Disc's potential as the next generation successor to DVD is clear. From the earliest days of the format's creation, Sony DADC has been in the vanguard of companies supporting its evolution. Since production started in 2006, Sony DADC has shipped around 100 million Blu-ray Video Discs to the global market.

The company pioneered BD production by developing advanced BD manufacturing processes which subsequently have been shared with 3rd party replicators through cooperation with line manufacturers Oerlikon and Singulus. Sony DADC is now spearheading the development of BD LIVE, a value-add feature of BD enabling online-connectivity and turning Blu-ray into a fully interactive viewing experience. The development of a Burst Cutting Area functionality will add to this experience through the unique identification and serialisation of the disc and its user.

“China represents a massive and strategically important market and our investments are intended to support Blu-ray's establishment in this territory.”

*Dieter Daum
Group President
Sony DADC*



Dieter Daum

Sony DADC

To meet the growing demand for Blu-ray products and services, Sony DADC is now expanding its strategic investment in the dynamic Asian market, in particular ramping up its BD manufacturing capacity in China and Australia.

“Sony DADC is the leading Home Entertainment supplier of Hollywood studios in the Chinese market, serving all Majors. Concerning Blu-ray, we already provide our customers with a BD Authoring facility in Hong Kong and we will soon provide the same service in Sydney. Currently we are expanding our Shanghai and Sydney facilities for Blu-ray Disc production” explains Dieter Daum. The production floor space of the Chinese site will be expanded to 13,000m², the floor space of the Australian site will be expanded from 12,150m² to 13,500m².



Sony DADC's Shanghai production facility

“Our stage one goal is to reach a monthly BD25 and BD50 production capacity of 500,000 units in Shanghai by December and a monthly production capacity of 1,000,000 units in Sydney by February. Further Blu-ray Disc production lines will be installed as needed” Daum adds.

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to help

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