



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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Contents in this issue

- Sony Pictures launches BD-LIVE enabled titles outside US
- Panasonic ships Blu-ray-enabled HTiB in US
- Korean ITV platform developer focuses on Blu-ray Disc
- Pioneer launches speedy BD players in US
- Primera Europe announces Blu-ray price reductions up to 24 per cent
- Samsung targets major Blu-ray growth across industry sectors

Sony Pictures launches BD-LIVE enabled titles outside US

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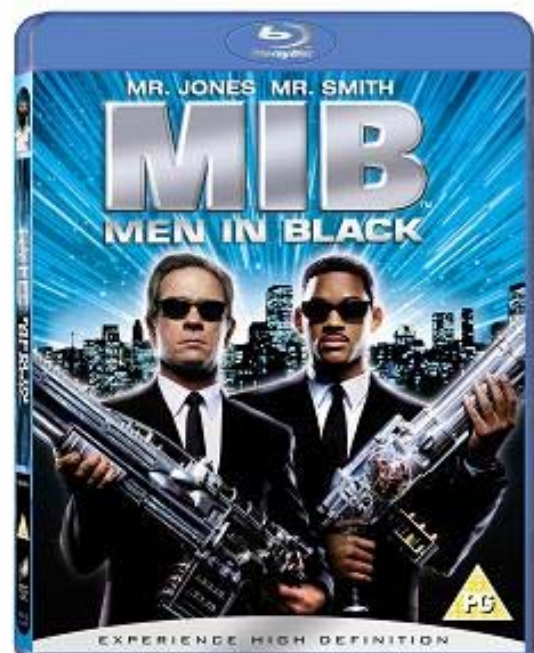
*Matt Brown
Executive Vice President,
International
Sony Pictures Home
Entertainment*

Sony Pictures Home Entertainment (SPHE) has announced that it will launch its first BD-LIVE enabled Blu-ray title outside the US market, with the release of *Men In Black* in selected international territories beginning 16th June 2008. Release dates across territories are as follows: UK – 16th June 2008, Japan – 25th June 2008, Australia – 25th June 2008, France – 18th June 2008, Germany – 26th June 2008, Spain – 1st July 2008, Italy – 26th August 2008, Benelux – 19th June 2008 and Nordics – 16th July 2008

This release follows the recent Blu-ray Disc BD-LIVE software update for PLAYSTATION 3 (Version 2.20), which made the PS3 the first BD-LIVE Blu-ray player available on the market.

Blockbuster hit *Men In Black* will bring network connected features to international territories for the first time. These features include a BD-LIVE multi-player Interactive Trivia Game, as well as exclusive downloadable theatrical and home entertainment previews and a FAQ about BD-LIVE functionality.

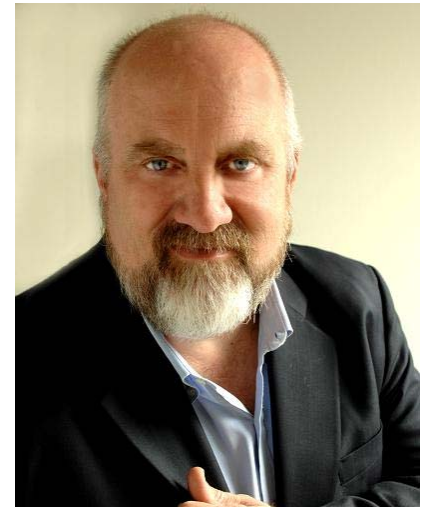
Men in Black follows





the exploits of agents Kay (Tommy Lee Jones) and Jay (Will Smith), members of a top-secret organization established to monitor alien activity on Earth. The two MiB find themselves in the middle of the deadly plot by an intergalactic terrorist (Vincent D'Onofrio) who has arrived on Earth to assassinate two ambassadors from opposing galaxies.

"SPHE is delighted to bring BD-LIVE to International markets for the first time," stated Matt Brown, EVP, International, SPHE, "This follows a successful launch in the US in March and is just the start of the exciting possibilities that will soon be available on High Definition Blu-ray Disc."



Matt Brown

BD-LIVE allows consumers to experience a variety of network connected options. In addition to exclusive content, BD-LIVE titles can enable an exciting slate of next generation possibilities, such as ring tones/wallpaper downloads, peer to peer interactions, live events and gaming activities.

BD-LIVE titles are compatible with the latest BD-LIVE BD players. These models also support Blu-ray's "Bonus View" picture-in-picture feature that was available on previous Profile 1.1 BD players.

Panasonic ships Blu-ray-enabled HTiB in US

In the US, Panasonic Consumer Electronics Company has announced that its first home theater in a box (HTiB) system with an integrated Blu-ray Disc player will be available for purchase in late Spring, with a suggested retail price of \$999.95.

The new model – the SC-BT100 - epitomizes Panasonic's emphasis on media friendly capabilities. It is made for iPod and features an advanced integrated dock which not only recharges an iPod but plays music or video through the home theater system, displays audio tracks and menus on the TV screen and operates with the supplied remote control. Its SD Memory Card slot offers simple playback of digital images or original



Panasonic's SC-BT100

Panasonic
ideas for life

video footage in either standard or High Definition AVCHD format. The optical input offers simple digital 5.1 channel audio connection for a set-top box, digital video recorder and game system.

"It's the simple, ideal solution for those embarking on the High Definition home theater experience."

*Paul Sabo
Panasonic Consumer
Electronics*

"The Panasonic SC-BT100 home theater system is the best of both worlds," says Paul Sabo, national marketing manager for Panasonic Home Audio. "It combines the installation ease and user-friendly operation of an HTiB plus the features and performance of high-end audio/video components, including full High Definition 1080p resolution Blu-ray video, wireless rear speakers and 7.1 channel upgradeability. It's the simple, ideal solution for those embarking on the High Definition home theater experience."

The SC-BT100 can be upgraded to wireless full 7.1 channel sound with the optional purchase of two side speakers and a transceiver. It is equipped with Viera Link HDMI digital A/V connectivity for one-touch operation of all the components including a Panasonic High Definition TV.

The Blu-ray Disc player boasts the Final Standard Profile for advanced functions such as Bonus View and audio mixing, which allow consumers to switch the sound between the main and sub windows. In addition to superb video, this system delivers advanced audio. Its built-in receiver is compatible with state-of-the-art audio codecs, including: Dolby Digital, Dolby Digital Plus, Dolby True HD, DTS-HD, DTS-HD High Resolution, DTS-HD Master Audio, and Linear PCM.

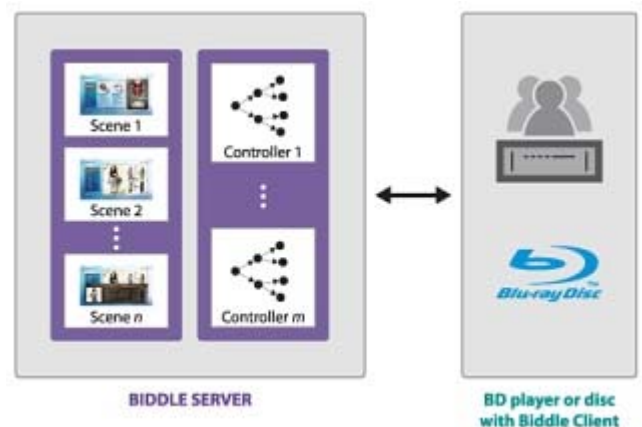
Korean iTV platform developer focuses on Blu-ray Disc

BIDDLE technology makes it possible for content creators and distributors to deliver customized, interactive programming and services directly to consumers' living room TVs, via a networked Blu-ray Disc player (BD Live).

Dreamer, a Korean-based developer of interactive TV-related platforms, has announced that it has opened an office in Burbank, CA in order to better serve Hollywood-based customers of its patented BIDDLE technology, which is currently in use by over one million subscribers in Korea.

Dreamer's BIDDLE technology is a software platform that makes it possible for content creators and distributors to deliver customized, interactive programming and services directly to consumers' living room TVs, via a networked Blu-ray Disc player (BD Live) or a PLAYSTATION 3 gaming console.

With BIDDLE technology, the possibilities for interactive content and services are considerable, including video/audio on demand (VOD), product catalogs, e-commerce, casual gaming, social networking, advertising, web portals and much more. All of these can be



personalized by geographic region or even by specific players.

"BIDDLE technology is designed to be an efficient, turn-key solution for any company that is ready to enter the interactive TV era," said Dr. Won Baek, CEO/President of Dreamer. "For content creators and distributors, BIDDLE technology presents an easy to deploy solution backed by real-world operational experience, which allows them to continually update and add new content and services, thus keeping their customers coming back for new experiences. From a consumer standpoint, BIDDLE technology is 'invisible', turning their Blu-ray Disc player into a global HD set-top box."

The BIDDLE code pulls the content and services from a central server, allowing every application to load as fast as today's web pages, thus making it easy for consumers to browse, search and watch interactive content on their TV screens.



"BIDDLE technology is the only BD-Live solution available that allows content providers to continually update and add new applications and services that consumers can access via the same Blu-ray disc, even years after the disc has been released," said Jim Braun, CEO, Namsung America, an exclusive sales and marketing agent for the BIDDLE technology in North America.

"We anticipate that many U.S. movie studios and broadcasters will see the limitless possibilities that this technology provides in terms of building their brands, enhancing their customers' experiences, and offering additional revenue streams for their companies," Braun concluded.

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*Jim Braun
CEO
Namsung America*

Pioneer launches speedy BD players in US

At a press event in New York City this week, Pioneer unveiled new players in their Blu-ray Disc line-up. The Pioneer BDP-51FD (\$599) and Pioneer Elite BDP-05FD (\$799), each feature BonusView support as well as significantly improved loading times. Both players are expected to ship this Summer.

Pioneer has concentrated on enhancing the picture quality of the players and improving initial start-up and load times. The new player goes from being fully powered off to displaying the "load disc" message in just 14 seconds. Disc eject times have also been improved with a



Pioneer's BDP-51FD

claimed sub-1 second eject time, even on advanced BD-Java titles.

In the audio department, both players will support on-board decoding and bit streaming of all of the currently available surround sound codecs, including multi-channel PCM, Dolby True HD and DTS-HD Master Audio (though DTS support may require a firmware upgrade). The players will be the first to include 7.1-channel analog outputs, in addition to offering multi-channel PCM conversion of DTS-HD and Dolby TrueHD over the HDMI output.

As for the video, both players exploit HDMI 1.3a technology, with the ability to support the new DeepColor feature available in HDMI 1.3. And you won't need to wait for new DeepColor Blu-ray titles in order to exploit this. Much like an up-converting DVD player which translates a DVD's 480 lines to 1080, the new Pioneer Blu-ray Disc players feature on-board color conversion of standard 8-bit Blu-ray Disc software to 12-bit color detail, filling in the lost color information through advanced interpolation.

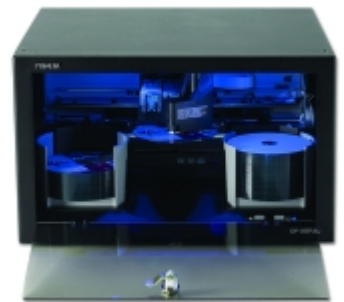
The players also support native 1080p/24 frames/second output (1080/24p) to enable compatible displays to produce a film-like, judder-free High Definition image. Pioneer's PureCinema Deinterlacer has been enhanced to support 24 fps output even for standard DVDs, detecting the underlying film cadence and presenting standard definition content in its best possible light.

Pioneer
sound.vision.soul

Primera Europe
announces Blu-
ray price
reductions up to
24 per cent

Primera Technology has announced a new price strategy for all Blu-ray models of its Disc Publisher Series. Designed to boost Blu-ray sales to a new level, Primera Europe has reduced the prices by 15 to 24 per cent - right in time for the Media-Tech show in Frankfurt, Germany.

"It's a relief that the format war has finally come to an end - not only for customers but also for us as a manufacturer," said Andreas Hoffmann, Managing Director of Primera Europe. "Now, consumers and companies will start trusting in the optical media of the future and sales will increase."



Primera's automated disc publishers burn and print up to 350 CDs, DVDs and Blu-ray Discs per batch. The devices are used by a wide range of companies and organizations, including schools and universities, video and music production studios, government and military and businesses of all types including more than eighty-five percent of the Fortune 500.

PRIMERA
TECHNOLOGY, INC.

All new prices for Primera's Blu-ray products including the Disc Publisher SE Blu, Disc Publisher XR Blu, Disc Publisher XRP Blu and Disc Publisher XRn Blu can be found at www.primera-europe.eu.

Samsung targets major Blu-ray growth across industry sectors

“The DVD market took off once 1,000 DVD titles became available, and Samsung will help to create an environment that will allow film studios to produce their titles on BD. This we will do by informing the consumers of the value that Blu-ray offers and by expanding the number of competitive products to drive market growth.”

*Dongsoo Jun
Chief of Digital AV
Business Division
Samsung Electronics*

In Korea, Samsung Electronics has announced its latest additions to the product lineup: a fourth-generation Blu-ray player and a second-generation Blu-ray home theater.

Samsung Electronics introduced the world's first Blu-ray player in June 2006 and has to date developed three successive generations of the product. Last December Samsung unveiled the first-ever home theater-in-a-box that includes a Blu-ray player and now has come out with an upgraded version.

Dongsoo Jun, chief of Digital AV Business Division at Samsung Electronics, said he expects the overall Blu-ray market to achieve average annual growth of at least 80% through 2012, with 51 million units sold a year by that time. A conservative estimate for 2008 would be five million units sold, or three times the number for last year, he added.

Importantly, Samsung expressed a determination at the Blu-ray Strategy Briefing to stimulate market growth as a Blu-ray product manufacturer.



Jun said, “the DVD market took off once 1,000 DVD titles became available, and Samsung will help to create an environment that will allow film studios to produce their titles on BD. This we will do by informing the consumers of the value that Blu-ray offers and by expanding the number of competitive products to drive market growth.”

The increase in full-HD TVs is seen as the impetus for Blu-ray market expansion. Full-HD TVs are now in widespread use, but consumers are having a difficult time in finding the players and contents that are up to the capabilities of their TV.

Samsung believes that the Blu-ray market will grow because this format is a sure way for consumers to enjoy full-HD video and audio quality. Samsung Electronics will broaden the synergy between its Blu-ray product line (players, home theaters) and full-HD product line (TVs, camcorders and so on). Samsung's goal is to

provide an environment for consumers to create and play back contents in full-HD, and to make full-HD a format second to none.

We are here
to help

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