



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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## Disney impressed by Blu-ray Disc's resilience, up-beat on 2009 prospects

One of the many strengths of CES is its ability to bring together the entire Home Entertainment industry. One of the industry leaders that has been at CES taking a keen interest in the latest developments in Blu-ray Disc technology is Gordon Ho, Executive Vice President, Marketing and Business Development at Walt Disney Studios Home Entertainment.

Back in August, Ho attended the IFA exhibition in Berlin and addressed the Blu-ray Disc Association news conference there. When he made a prediction that Blu-ray would enjoy a strong fourth quarter little was he to know about the economic turmoil that would hit the international markets immediately after he made his forecast. So, how does he feel now?



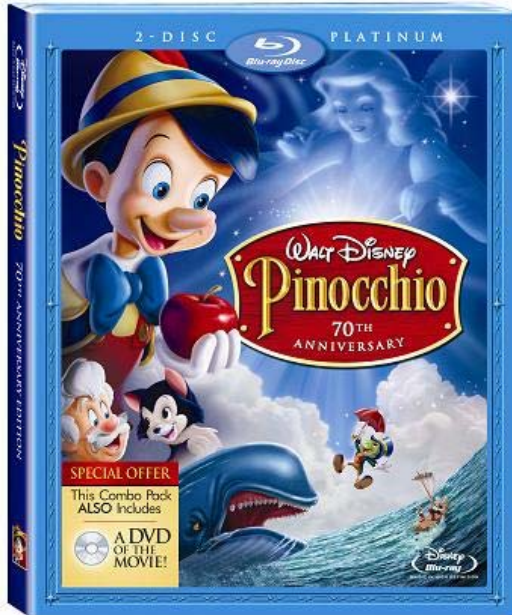
**Gordon Ho**

it gives the consumer so much choice and pretty much future-proofs their investment."

"Blu-ray has passed the test of the last few months with flying colors," remarked Gordon Ho. "We expected a strong performance but in the economic downturn there were always going to be questions. In this situation consumers will be more discerning. When they decided on the few items to buy this holiday season it appears that Blu-ray was top of lots of people's lists."

Ho believes that a significant factor influencing Blu-ray Disc's success is the fact that the industry is united behind one format. "This unity is incredibly important," emphasizes Ho. "With this degree of support

He also believes that it allows the home entertainment industry space to create the best consumer experience – not just in terms of what content is available but how technology can be developed to enhance the entertainment experience. In this respect, so he believes, developments such as BD-Live interactivity will be important in evolving the home entertainment environment. Gordon looks forward to a time when technologies such as 3D can be brought into the home via Blu-ray Disc.



“Despite the economic downturn, I feel very confident about Blu-ray’s future prospects,” affirmed Gordon Ho. “As we progress into 2009, I expect to see a continuation of the format’s strong growth. We are seeing BD hardware prices decreasing and this will encourage consumers to buy a second or even a third Blu-ray player for their homes. Also at CES we find new applications such as the first portable Blu-ray player introduced by Panasonic.

“So what we’re seeing is a robust ecosystem developing that will make Blu-ray Disc a similar utility to what DVD is today,” he added.

“At Disney we are responding to this rapidly evolving market. We feel the successful launch of DisneyFile illustrates that Blu-ray Disc and digital downloads can co-exist, and we are

committed to providing the consumer with the best customer experience. However, Blu-ray still provides the best quality viewing and this makes it an important part of our strategy as we move forward. Feedback shows that consumers value the superb quality offered by Blu-ray, but they also have a desire to watch their movies throughout their homes – this is why we introducing our Blu-ray / DVD combo packs this year,” explained Gordon Ho.

“Consumers aspire to the picture and sound quality that BD uniquely provides, and the addition of a bonus DVD enables them to watch the movie in other rooms, on their PC and in the car. This combination of quality and utility is an appealing proposition.”

*For more information, please respond to [info@blu-ray-news.net](mailto:info@blu-ray-news.net)*

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Samsung Blu-ray  
Disc players open  
up new  
multimedia  
experience portal

Samsung Electronics America has unveiled the world's first wall-mountable Blu-ray player, the BD-P4600, as well as the new standard for Blu-ray performance and versatility, the BD-P3600. A 2009 CES “Best of Innovations” Award Winner, the BD-P4600 unites a plethora of multimedia features in a svelte package. The enthusiasts’ choice, the BD-P3600 promises top-notch video playback, comprehensive audio decoding, and unprecedented networking capabilities for an immersive, theater-like experience. Both players set a new direction for the Blu-ray

category with wireless networking, access to video and music streaming services, such as Netflix and Pandora, as well as sleek designs.



***Samsung's new BD-P4600 wall-mountable Blu-ray Disc player***

"Samsung is heralding a new direction for the Blu-ray industry with the BD-P4600 and BD-P3600," said Reid Sullivan, vice president of Audio/Video and Digital Imaging Marketing at Samsung Electronics America. "The BD-P4600 makes it easier than ever to bring Blu-ray into the living room with its unique, wall-mountable design, while the BD-P3600's comprehensive specs place it on the short list of even the most discerning home theater consumers."

The BD-P4600 and BD-P3600 include BD-Live and Bonus View support, Full HD 1080p Blu-ray playback with DVD upscaling, and total HD soundtrack support. Standard CD playback, with support for JPEG photos and DivX videos, ensure even more entertainment value with the BD-P4600 and BD-P3600.

Both the BD-P4600 and BD-P3600 can wirelessly connect to the latest Blu-ray features when the included 802.11b/g/n Wi-Fi dongle is connected to one of the players' two USB 2.0 ports, or via the traditional wired Ethernet connection. The two players can also instantly stream more than 12,000 movies and TV episodes from Netflix and Pandora music services (subscriptions required), to deliver an ever-expanding library of entertainment into the living room without having to leave the house. And with 1GB internal flash memory, both players can access the latest BD-Live and Bonus View Blu-ray features out of the box, leaving the USB 2.0 ports for wireless networking and memory expansion duties when needed.

Samsung's BD-P4600 and BD-P3600 promise Full HD 1080p playback of Blu-ray discs and crisp upconversion of standard DVDs through the HDMI 1.3 connection. For a true, Hollywood-quality experience, both players can internally decode the latest high-resolution digital multichannel audio soundtracks, including Dolby Digital Plus, Dolby TrueHD and dts-HD HR / MA®. The BD-P3600 can also output any of the soundtracks as a bitstream through its 7.1-Channel analog audio outputs, or as an uncompressed PCM signal, for consumers desiring the best cinematic sound with an older A/V receiver.

*"Samsung is heralding a new direction for the Blu-ray industry with the BD-P4600 and BD-P3600."*

*Reid Sullivan  
Vice president of  
Audio/Video and Digital  
Imaging Marketing  
Samsung Electronics  
America*

*For more information or to contact a spokesperson, please respond to Dan Lantowski, [dlantowski@mww.com](mailto:dlantowski@mww.com)*

## Philips launches four new Blu-ray Disc players at CES



Philips is enhancing the viewing experience through its latest line Blu-ray Disc (BD) players at CES. The new players feature the latest in HD connectivity, Deep Color technology and BD-Live features. These new BD players boast a stylish design with unbeatable sound and picture quality taking Blu-ray Disc interactivity to a new dimension.

The HTS 5100B is the first Blu-ray home theater offering from Philips. Combining the best in Blu-ray technology with immersive surround sound, the HTS 5100B brings cinema quality sound and picture directly to the living room. All that's missing is the popcorn. The HTS 5100B touts stunning Full HD picture quality and features Deep Color technology creating vivid images with more than a billion colors and eliminates on-screen color banding.

The HTS 5100B also supports 1080p at native 24 frames per second (fps)<sup>2</sup> cinematic resolution, which is the same format used in movies, input via HDMI. Users can access extra features with Bonus View and preview content without

leaving the movie with Picture-in-Picture.



**Philips' BDP-7310**

Older DVD libraries will look better than ever as the BD player automatically up-scales images to near full-HD quality - a major attraction to consumers who, as they migrate to HDTV sets, find that standard DVDs do not offer the HD content they expect.

*"With more than 90 percent of major motion picture studios producing films in Blu-ray and with a variety of rental options, Blu-ray Disc is becoming increasingly popular as consumers' choice for high-definition movies, music, games and more."*

*Todd Richardson  
Senior vice president of sales  
and marketing  
P&F*

"With more than 90 percent of major motion picture studios producing films in Blu-ray and with a variety of rental options, Blu-ray Disc is becoming increasingly popular as consumers' choice for high-definition movies, music, games and more," said Todd Richardson, senior vice president of sales and marketing for P&F, the exclusive manufacturer and distributor for Philips televisions and home theater in the U.S. "Our new Blu-ray home theater and stand alone units offer consumers the best possible Full HD picture quality, full surround sound capabilities and access to bonus features."

Philips claims that its line of stand alone Blu-ray Disc players are the perfect addition to a current home theater. The BDP 3010, BDP5010, BDP7310 all offer full1080p at 24fps for cinema-like images. Bonus View allows consumers to access a wealth of additional features, enhancing the entertainment value beyond the film. The BPD5010 is upgradable to BD-Live and the BDP7310 is BD-Live allowing users to access future online bonus content on compatible discs. Deep Color technology delivers vivid images in more than a billion colors and eliminates on-screen color banding. Helping make the transition to Blu-ray seamless, Philips upscales consumers existing DVD's them to near full-HD quality to make the picture look even better. The BDP7310 offers DivX and WMV playback ensures users can watch a wealth of videos without limiting format options.

*For more information, or to contact a spokesperson, please respond to Lindsay Woods, [lwoods@redmedia.biz](mailto:lwoods@redmedia.biz)*

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## Technicolor adds Dreamer's BIDDLE platform to Blu-ray Disc digital services

*"Through Technicolor, content owners and distributors can now establish online and disc-based services of unlimited size, while still offering a superior consumer experience and maintaining full control over the presentation and distribution of their content."*

*Dr. Won Baek  
President and CEO  
Dreamer*

Dreamer, a leader in interactive TV solutions, has announced that their BIDDLE platform will be utilized by Technicolor to offer digital content delivery services including online and disc-based direct-to-TV solutions for Blu-ray; allowing movie studios, broadcasters, record labels and other content distributors to utilize BD-Live as a fully-controllable direct marketing and e-commerce tool.

"We are pleased that Technicolor chose Dreamer's technology, and are excited at the opportunities this brings to the Entertainment Industry", said Dr. Won

Baek, President and CEO of Dreamer. "Through Technicolor, content owners and distributors can now establish online and disc-based services of unlimited size, while still offering a superior consumer experience and maintaining full control over the presentation and distribution of their content," added Baek.



Dreamer's patented BIDDLE platform is a thin-client technology, which utilizes any BD-Live-compliant broadband-connected Blu-ray player to enable direct-to-TV broadcasting. The technology creates a complementary delivery mechanism for broadcasters, movie studios, record labels, and other content distributors. It allows them to utilize their deep libraries of content to generate additional revenue streams by sending music, games, exclusive access events, advertising, e-commerce, social networking and more directly to consumers' TVs. No PC or dedicated set-top box is required.



The BIDDLE platform can be deployed in one of two ways: using a Blu-ray disc that contains the BIDDLE code, which when inserted into a BD-Live player automatically connects to online content channels, or by embedding the BIDDLE technology directly into a Blu-ray player, which when connected automatically enables unlimited online content services directly on the player. The technology also allows for a great consumer experience: there are no lengthy downloads, no need to perform updates, the disc starts up very quickly and the content access happens seamlessly.

*For more information, please contact Joanna Lukins, [jlukins@jkmcorp.com](mailto:jlukins@jkmcorp.com)*

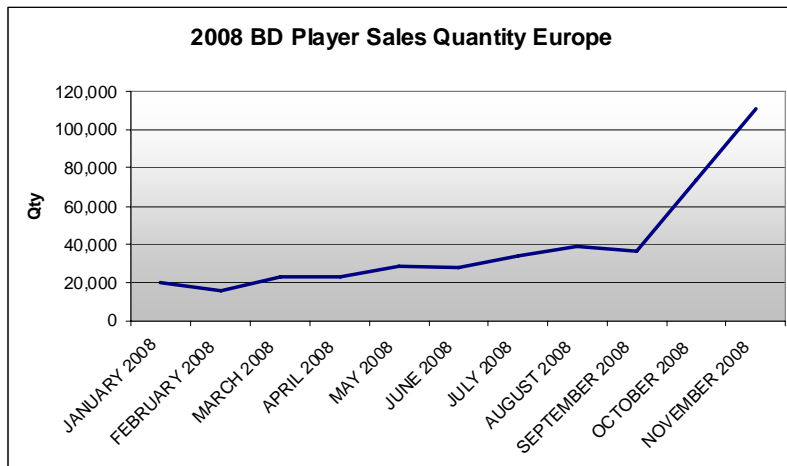
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## Blu-ray Disc posts spectacular growth in Europe

"Credit crunch or no credit crunch, in Europe we have just experienced a spectacular final quarter to 2008 with Blu-ray Disc demonstrating its appeal to consumers of all nationalities, types and ages," so said Niels Leibbrandt from the Blu-ray Disc Association European Promotions Committee.

Leibbrandt's comments are justified by news that in the year to end of November 2008 Blu-ray Disc player sales experienced growth of 1317 per cent in Europe (source GfK, data excludes PLAYSTATION 3 sales, Norway and Business-to-Business sales).

At the same time, GfK data reveals that European Blu-ray Disc movie sales exceeded 8.1 million in 2008, representing 304 per cent growth compared to the previous year.



Examination of sales performance in some key European markets shows that Blu-ray's growth in popularity is a pan-European trend. In Germany, more than 1.6 million Blu-ray Disc movies were sold last year with a marked increase in sales during the period from October to December.

In France, Blu-ray Disc movie sales topped 1.7 million and represented a 410% increase on the previous year. Of this total, some 47% of sales were made during the fourth quarter of 2008.

In Italy, Blu-ray Disc's market share by value increased from 1.5% in Week 51 of 2007 to 5.2% in Week 51 of 2008.

The strongest market performance in 2008 was registered in the UK where Blu-ray disc sales hit a new high in the run-up to Christmas: 1.5 million discs were sold in December alone, up almost 400% against the same period in 2007. In total the format has sold 3.7 million units in the UK during 2008, demonstrating the public's enthusiasm for high quality picture and sound in the home.

*Dark Knight* (Warner Home Video) has taken the crown for best selling Blu-ray title of the year with 281,000 copies sold (including sales of the box set with *Batman Begins*) on the High Definition format in just three weeks. Released in early December it became the best-selling Blu-ray title in history, selling more copies on Blu-ray in its first full week (178,000 copies including *Batman*



*Begins* box-set) in the shops than any other movie ever released on the format.

Looking forward to 2009, media analyst Screen Digest predicts UK Blu-ray Disc sales will rise to 17 million units over the next 12 months, accounting seven per cent of the total disc market whilst DVD will remain popular with 241 million discs being bought by the British Public.

Helen Davis Jayalath, Head of Video at Screen Digest, adds: "DVD volume sales outpaced those of 2007 for much of the year in spite of the impending recession; even when faced with major supply chain issues in December, consumers simply bought the titles they wanted elsewhere. Although the economic climate means that Blu-ray will now take longer to achieve mass market status, demand is building for the Hi-Def discs. Meanwhile, the key challenges facing the industry in 2009 are managing the financial and inventory fallout from the loss of EUK at the same time as promoting video as an attractive and affordable entertainment option for cash-strapped consumers."

*"Although the economic climate means that Blu-ray will now take longer to achieve mass market status, demand is building for the Hi-Def discs."*

Helen Davis Jayalath  
Head of Video  
Screen Digest



## Moser Baer receives BDA certification for high-speed BD recording media

India-based Moser Baer has received product verification from the Blu-ray Disc Association for its next generation blu-ray (BDR) 1x-6x discs. With this certification, Moser Baer has become the first company outside Japan to develop and ship BD-R 1x-6x media.

This latest innovation from Moser Baer has come in close partnership with OM&T, its Netherlands-based subsidiary. These blu-ray 1x-6x discs have also been accepted by the Blu-ray Disc Association (BDA) as test discs to check the performance of blu-ray 1x-6x media in various BD drives being manufactured globally.

"This is yet another breakthrough for us in technology development of High Definition optical media formats," said Ratul Puri, Executive Director of Moser Baer. "The BD-R market," he said, "is currently witnessing development in 1x-4x recording speeds but our R&D strengths have once again enabled to take the lead in technological innovation and in setting new benchmarks. Our partnership with OM&T, a leading player in the test disc market, has been instrumental in this development and this will further enhance our global leadership position."



Jan van den Brink, the business head of OM&T, said:

"Moser Baer has also successfully demonstrated the feasibility of this media for recording at a higher speed of 8x to the BDA global standards body. It is yet another example of pioneering developments that have enabled Moser Baer to emerge as a preferred supplier to all global OEM brands."

The BD-R 1x-6x enables customers to have a faster media recording. Typically, this will allow a 2-hour transmission equivalent of HD (High Definition) quality video or data to be recorded in less than 20 minutes.

*For more information, or to contact a spokesperson, please respond to Monica Srivastava, [msrivastava@corvoshandwick.co.in](mailto:msrivastava@corvoshandwick.co.in)*

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to help

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