



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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## Blu-ray fuels \$ multi billion global HDTV and PC sales

*“Blu-ray disc drives will become “more common” in PCs over the next five year, and help generate a \$46bn revenue stream for Blu-ray.”*

IMS Research

According to a new research study from IMS Research, the HDTV boom continues, at least in most developed markets. The study forecasts that from a universe of some 45m homes at the end of last year, High Definition TV will grow to 255m homes by 2013. What is interesting is that the study indicates that Blu-ray Disc players and PC drives will be key drivers in that migration process.

While the number of TV HD sets shipped will more or less match this number, many of these households will be watching HD only on packaged media. Indeed, the IMS Research forecasts suggest that Blu-ray disc drives will become “more common” in PCs over the next five year, and help generate a \$46bn revenue stream for Blu-ray.

Shane Walker, IMS Research analyst and author of the study, states: “DTH (satellite) continues to be the leading platform for HDTV service uptake due to its rapid transition from analogue to digital households and increased HD content availability. HD DTH households are forecast to grow on average at 27.5% annually, reaching 97 million households at the end of 2013. The most significant service uptake is expected prior to 2010, after which time the HDTV household growth rate is expected to fall below 30% annually.”



**Acer – one of many PC manufacturers to develop Blu-ray Disc models**



Walker adds: "Approximately 62% of the worldwide cable households are located in the Asia Pacific region. Because of this, the slow conversion from analogue to digital cable TV service in the Asia Pacific region is significantly skewing the worldwide forecast for HD cable households."

*"As the IMS study highlights, Blu-ray drives within PCs is a key strategic market which we foresee growing strongly in the short, medium and long term."*

*Victor Matsuda  
Chairman  
BDA Global Promotions  
Committee*

HDTV households in the Asia Pacific region are expected to reach 69.5 million at the end of 2013, 41% of these are expected to be on DTH platforms, says IMS

### **Blu-ray set to boost global PC sales**

One of the report's key findings is that HD non-broadcast video households are projected to grow 90% annually through 2013, reaching an estimated 38 million homes on a worldwide basis by that time. The study further splits Blu-ray players by recorders, game consoles, and drives (OEM-installed and aftermarket). Growth in OEM-installed drives is forecast to grow by 117% annually through 2013.

The Blu-ray Disc Association (BDA) welcomes the findings from the IMS Research study and draws attention to the effect that PC sales will have on boosting the popularity of the Blu-ray format.

"Commentators tend to focus on the close relationship between Blu-ray Disc players and HDTV but we must not underestimate the PC market," commented Victor Matsuda, Chairman of the BDA Global Promotions Committee. "As the IMS study highlights, Blu-ray drives within PCs is a key strategic market which we foresee growing strongly in the short, medium and long term.

"Already, companies such as Dell, HP, FujitsuSiemens, Packard Bell, Acer and Sony are developing very compelling PC / Blu-ray product propositions. This will be a very exciting market to watch develop in the coming year."

For more information on the IMS Research study contact [shane.walker@imsresearch-usa.com](mailto:shane.walker@imsresearch-usa.com)

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**Blu-ray set to  
dominate for next  
decade, so says  
Dell**

The PC and consumer electronics industries are actively introducing the next-generation removable optical storage technology—Blu-ray Disc (BD). Dell believes that the higher capacity, additional features, and transparent content protection of Blu-ray Discs will provide the required "headroom" to meet industry needs for at least the next decade. Because Blu-ray Disc technology is the result of a cooperative effort of leading PC, consumer electronics, and digital content companies, it should also avoid the compatibility issues experienced in past removable storage transitions. Dell strongly supports Blu-ray Disc technology and believes that it is well-positioned to become the dominant next-generation removable optical storage technology.

According to Tom Pratt, Senior Technical Staff at Dell, "Blu-ray Disc meets the storage and performance requirements of next-generation data and High Definition video applications, and is well-positioned to succeed CD and DVD technologies."



**Tom Pratt**

So, why do companies such as Dell need Blu-ray Disc? In recent years, it has become clear that the massive storage requirements of High Definition video and interactive content, and the growing data storage and sharing requirements of the PC would outstrip DVD capacities. In 2002, nine leading consumer electronics companies announced plans to develop a specification for the next-generation of removable optical storage, now known as Blu-ray Disc technology. Dell joined the industry group in 2004 to help develop the specification and to ensure that it meets the requirements of the PC industry. Since that time, other PC companies and key Hollywood studios have joined the effort, under the auspices of the Blu-ray Disc Association.

Tom Pratt believes that the development effort around Blu-ray Disc has differed sharply from the industry efforts that produced CD and DVD technologies. These technologies were marked by compatibility problems associated with competing formats and the fact that they were released in phases. Their writable and rewritable versions designed for PC applications were not developed and released until well after their initial read-only versions. For example, music CD formats were developed and released first, followed by the formats used for PC data storage and backup. The result was a period of transition often marked by incompatibility between discs and drives.

In contrast, Blu-ray Disc technology has broad industry support and was designed from the beginning to accommodate the requirements of PC and consumer electronics applications. In addition, all the formats—read-only, writable, and rewritable—were released simultaneously. This strategy, coupled with an industry compatibility program, should avoid the compatibility issues experienced with previous optical storage technologies. Blu-ray Discs are readable in any Blu-ray Disc drive, whether it is in a consumer electronics device or a PC.



*"Blu-ray Disc meets the storage and performance requirements of next-generation data and High Definition video applications, and is well-positioned to succeed CD and DVD technologies."*

*Tom Pratt  
Senior Technical Staff  
Dell*

Moreover, the discs use the same form factors as existing CD and DVD optical discs, thus allowing for backward compatibility. In fact, most Blu-ray Disc drives today read and write CDs and DVDs in addition to reading and/or writing Blu-ray Discs.

### **Blu-ray Disc and the PC**

Pratt is confident that Blu-ray Disc technology can expand the role of the PC platform in the emerging digital home. Of course, it can be used to back up a hard drive and store the increasingly large data files that are common today such as digital photos and video. In addition, Blu-ray Disc technology affords the PC full-fledged High Definition multimedia functionality. For instance, a feature film can be

distributed on one Blu-ray Disc with plenty of room for additional content such as out-takes and interactive games.

Play the disc in the PC Blu-ray Disc drive and view High Definition video, as well as expanded interactive features that take advantage of the PC's connection to the Internet. The Blu-ray Disc can present interactive content, including games, information about the movie, and downloadable subtitles, sounds, and just-released movie trailers that can be saved to the PC's hard drive. Because of its built-in Internet connection and hard drive, the PC is perfectly suited to the role of a full-featured Blu-ray Disc player.

In addition, for the first time, High Definition television broadcasts and digital video can be recorded directly to Blu-ray Discs with no time-consuming conversion, making video recording and archiving quick and easy.

Dell believes that Blu-ray Disc technology meets all the requirements for next-generation removable storage. It has higher storage capacity, a richer feature set, can be used for data storage and High Definition content delivery, and allows for backward compatibility with CDs and DVDs. It also has broad industry support and well-defined formats, which will help to avoid the compatibility issues associated with previous removable storage transitions. With these strengths, Dell believes that Blu-ray Disc technology is likely to dominate for the next decade or more.



**Dell's XPS™- M1710 Blu-ray Disc notebook**

## Sony launches new Blu-ray enabled VAIO notebooks

*"This PC is a multimedia masterpiece thoughtfully crafted to help consumers enjoy the full excitement of HD. It's a shining example of how cutting-edge technologies can be brought together to unlock a world of High Definition entertainment."*

*Mike Abary  
Senior vice president  
VAIO product marketing  
Sony Electronics*

Another key player in the Blu-ray Disc enabled PC market is Sony. The company recently unveiled a range of BD-enabled VAIO Notebooks including the super powerful VAIO FW together with the VAIO Z Series.

The VAIO FW notebook is a multimedia PC that displays HD movies the way they were meant to be seen. Part of a series, the VAIO FW notebook comes in multiple configurations, including a premium and a standard model. The premium model plays Blu-ray Disc High Definition content such as movies in full 1080 HD resolution when connected to a compatible HDTV. It can also record, store and play back personal content on high-capacity BD media.

Weighing a little over six pounds (2.7kg), the FW notebook features the world's first 16.4-inch display, which combines the benefits of a slightly larger 17-inch widescreen with the smaller "footprint" of a 15.4-inch model.

The display is ideal for Blu-ray Disc movies. Since many HD films are shot with a 16:9 aspect ratio, the unit's extra-wide LCD is constructed with the same dimensions. This minimizes the black bars that typically appear, letting you view movies in their intended format.



**VAIO FW notebook**



### **VAIO Z Series**

*“Today’s mobile professional demands not only portability from a notebook but that it meets their productivity needs as well. This new model is an amazing engineering feat packing the full functionality of a larger PC into an ultra-light form factor.”*

*Mike Abary  
VAIO product marketing  
Sony Electronics*

For those who prefer to watch content on a big screen television, the unit also has an HDMI output connector so you can connect to a High Definition TV set for a larger viewing experience.

“This PC is a multimedia masterpiece thoughtfully crafted to help consumers enjoy the full excitement of HD,” said Mike Abary, senior vice president of VAIO product marketing at Sony Electronics. “It’s a shining example of how cutting-edge technologies can be brought together to unlock a world of High Definition entertainment.”

The notebook is powered by new Intel Centrino 2 technology, the chipset designed for sizzling performance, instant system responsiveness and energy efficiency. Select units come pre-installed with the Windows Vista Ultimate operating system.

The series comes with three entertainment software applications. Offerings include VAIO Movie Story software - an easy way to produce your own high-quality home movies, VAIO MusicBox software - a fun way to enjoy music based on your mood, and Click to Disc/ Editor software - for easy DVD/ BD video-editing and creation.

The model also includes VAIO Media software, a DLNA-enabled media sharing application that lets you wirelessly stream content stored on your PC throughout your home network. Movies, music and digital still images can be streamed from the notebook to a PLAYSTATION 3 or VAIO Home Theater PC that is connected to a TV for big-screen enjoyment.

### **VAIO Z Series**

Weighing just over 3 pounds, the VAIO Z model incorporates a vivid 13.1-inch widescreen display with Sony’s own XBRITE-DuraView LCD technology for scratch-resistant durability and 100 percent color saturation.

Select models feature a high-resolution 1600 X 900 widescreen display, providing a 40 percent wider workspace than a standard display within the same “footprint” — so the view increases while the notebook’s size does not. This makes it easier to view multiple documents or lengthy spreadsheets on a single screen.

The Z model has an optional Blu-ray Disc (BD) optical drive for enjoying, creating and storing High-Definition content. Enjoy BD movies in stunning clarity while on the road or utilize the HDMI output during meetings and make presentations come to life in full 1080 HD resolution. Compatible HDTV and HDMI cable required, sold separately.

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**Blu-ray Group  
Germany and  
VideoWoche  
initiate new  
seal of approval**

The task facing the Blu-ray Disc Association this year is to move the format into the consumer mainstream. This process involves increasing ‘brand awareness’ and mass market education about the many new facilities Blu-ray offers consumers.

In Germany, the Blu-ray Group Germany and the specialist trade magazine VideoWoche working in partnership have created a new seal of approval and a comprehensive marketing package to support video rental stores which stock an extensive range of Blu-ray products. The first awards will be made this year.



**Thilo Röhrig**

Stores which make space for Blu-ray in their sales areas and window displays and offer their customers a wide range of high definition titles will be prime candidates for the new Blu-ray seal of approval. "We want to give video rental stores that support our standard the 'certified Blu-ray retailer' seal of approval," says Thilo Röhrig, chairman of the Blu-ray Group Germany. "The application form is now available to download from the VideoWoche website for all retailers who are interested in applying."

"Our seal will add value to the range of products which the retailers have on offer, because Blu-ray is regarded as a true premium product. This will help retailers to stand out from the competition within the industry.

"At the same time, the Blu-ray Group will support rental stores with a comprehensive marketing package for the POS," continued Röhrig. "As well as sales promotion materials, such as ceiling banners, the Blu-ray Group has also produced a pocket guide with Blu-ray information, specifically intended for the retailers who have been awarded the seal.

"Interested customers can find out everything that they need to know and we can attract their attention to the new home cinema standard," says Thilo Röhrig. He believes that this will give the already growing demand for the new film format a further boost within the rental industry.

"We are very pleased that the Blu-ray Group Germany is supporting video stores during the broad market launch of a new and extremely promising home entertainment technology and helping them to fulfil their obligations to customers," adds Andreas Stumptner, editor-in-chief of VideoWoche. "The Blu-ray disc represents a major opportunity for video rental stores to appeal to their existing customers and to acquire new customers. The seal of approval and the accompanying marketing package will help to ensure that customers feel they are receiving a high quality service from their local Blu-ray store."



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to help

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