



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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Blu-ray Disc European debut at IFA



Frank Simonis

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*Frank Simonis, Strategic
Marketing Director, Philips Optical*

All the hype is over – the European Blu-ray Disc Association today formally introduced the High Definition entertainment technology to a packed audience of journalists at a specially convened press event before the start of IFA 2006 in Berlin. Frank Simonis, Strategic Marketing Director at Philips Optical Storage and Chairman of the European Blu-ray Disc Association spoke to this newsletter about the significance of this event.

“Today is a strategically critical date in the European High Definition entertainment market,” commented Frank Simonis. “Blu-ray Disc is here today, with a variety of new products being introduced at IFA. There is a broad diversity of players, PC drives, games consoles, software content, media and games, which will be coming to market this fall.”

The Blu-ray Disc Association includes over 170 companies that work in every sector from consumer equipment manufacture to movie studios, professional tool developers and disc manufacturers. This represents the largest and broadest industry support for any format, coming from every sector of the industry. “The Blu-ray Disc Association works very well – it’s an open organisation with transparent ways of working,” explains Simonis. “From day one, our focus has been on the consumer, enabling them to source the best High Definition experience in the ways that they want to – on their TV, their PC and their games console.

“The Blu-ray Disc Association has worked hard in developing the standards and this work was completed in the spring, providing solid foundations on which many companies can build their Blu-ray business. This Autumn, consumers will find a rapidly growing range of Blu-ray Disc products, all offering sophisticated and high quality consumer entertainment experiences.”

At today’s press event, the journalists heard from a range of content creators who are actively supporting the Blu-ray Disc format. Frank Simonis emphasized the importance of content in launching the technology in Europe. “Whether it’s movies or games, we will see a diversity of high quality content becoming available

between now and the end of the year,” stated Frank Simonis. “This provides a very strong base to work from and we know of many more content creators that will come on-stream with Blu-ray in the near future.” For more information on the Blu-ray Disc Association, please visit the website - www.blu-raydisc.com

Sony Pictures Home Entertainment announces availability of Blu-ray Discs internationally



Sony Pictures Home Entertainment (SPHE) President, David Bishop, today announced the company is expanding its distribution of Blu-ray Disc titles beyond the United States and Canada. The international rollout will begin this autumn to coincide with the first availability of Blu-ray hardware in territories including Europe, Japan, Australia and Korea.

“We stand behind the superiority of Blu-ray as the preeminent High Definition optical disc format and are committed to delivering a strong slate of Blu-ray titles to entertainment enthusiasts worldwide,” said Mr. Bishop.

SPHE’s first slate of Blu-ray Disc titles is set to launch in October and includes a broad mix of new releases and catalogue titles including *Hitch*, *The Exorcism of Emily Rose*, *RV*, *The Fifth Element*, *Hostel*, *A Knight’s Tale*, *S.W.A.T.*, *Tears of the Sun*, *Underworld Evolution* and *Ultraviolet* among others. SPHE will debut Blu-ray Disc titles in countries including Australia, Japan, Korea, France, Germany, Italy, Belgium, Holland, the Nordic countries, Spain and the United Kingdom.

“With the explosive growth of high-definition displays in the international marketplace, the timely introduction of the Blu-ray Disc format will provide consumers with significant amounts of content, of unrivaled quality, to maximize the potential of their High Definition entertainment systems,” Mr. Bishop added.

Regarding pricing of international SPHE Blu-ray content, Adrian Alperovich, Senior Executive Vice President, International, said: “Pricing of Blu-ray titles will be commensurate in each country with pricing of DVD at launch.

Sun Microsystems join Blu-ray Disc Association Board

The Blu-ray Disc Association today announced that Sun Microsystems, the creator and leading advocate of Java technology, has joined the consortium’s Board of Directors. The Blu-ray Disc format utilizes Java technology for its interactive capabilities.

Sun joins the growing list of computing, consumer electronics, media, manufacturing, gaming and entertainment companies supporting the Blu-ray Disc platform.

“We look forward to playing a key role in promoting the Blu-ray Disc Format,” said Eric Chu, Senior Director for Mobile & Embedded Systems of Sun Microsystems. “We are also proud that the Blu-ray Disc utilizes our Java platform, which provides the format with unique interactive capabilities. These capabilities, coupled with

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"Sun's announcement today is another example of the tremendous support for Blu-ray Disc," said Victor Matsuda, Vice/ President/Chair, Blu-ray Disc Association's Global Promotion Committee, Sony Corporation of America. "Sun has already played a key role in the powerful new interactive features that set Blu-ray apart, and we look forward to working with them as we bring this revolutionary new disc format to consumers."

TDK develops technology for 200GB Blu-ray Disc



Jean-Paul Eekhout

Demonstrating the power and future development potential of the Blu-ray Disc format, TDK Corporation has become the first company to develop technology for a six-layer, 200GB recordable disc.

This major TDK research and development initiative demonstrates the potential to expand the capacity of Blu-ray Discs for future requirements. TDK has succeeded in developing a single-sided six-layer disc, which can hold 150GByte data by utilising current Blu-ray technology. Also, the company has confirmed its ability to further increase the capacity up to 200GB per disc (33.3GB per layer) using the latest signal processing technology. The company reports that it will be some time before these super high capacity discs will be commercially available, but that this demonstration demonstrates Blu-ray Disc's outstanding versatility and development potential.

"Blu-ray Disc is positioned as high-end product within our current product range," commented Taro Ikushima, product manager, commercial products at TDK Marketing Europe. "We expect that the Blu-ray Disc technology will migrate from generation to generation for the next 10 to 15 years, therefore the 200GB disc achievement clearly shows the way forward for the future."

TDK reports that it is concentrating its R&D resources for optical disc on blue laser disc projects, targeting advances of the Blu-ray Disc roadmap both in terms of capacity and recording speed.

"Developments in storage products have always been driven by advances in capacity and recording speed," comments Jean-Paul Eekhout, Corporate Strategy Director at TDK Marketing Europe. "What seems sufficient capacity and/or speed today is likely to be rendered insufficient in only a few years. Blu-ray Disc announced a roadmap that addresses capacity and speed. TDK is convinced that

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Jean-Paul Eekhout, Corporate Strategy Director at TDK Marketing Europe

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Eekhout believes that the Blu-ray Disc Association provides a supportive environment in which companies such as TDK can push back the frontiers of Blu-ray technology. “TDK takes great benefit from being involved in the joint standardizing efforts in the Blu-ray Disc Association,” stated Jean-Paul Eekhout. “It gives us first hand information on the format itself and allows us to develop technologies that directly align to the objectives of the Blu-ray Disc association. Our relationship with the content industry focuses on areas of content distribution. TDK expects that electronic sell-through models will also be applied to Blu-ray Disc content. Reliable and secure Blu-ray Disc recording media plays a key role in the success of such distribution model.”

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to help

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