



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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## Hollywood comes to Blu Berlin

Visitors to IFA in Berlin this week can be excused for thinking they had been transported across the Atlantic to Hollywood. Many of the movie industry's leading executives have flown into IFA in order to lend their support to the European launch of Blu-ray Disc.

At a specially convened press conference at Berlin Messe, a stellar line up of movie executives joined representatives from equipment manufacturers to answer questions from an international audience of journalists.

First up was Franco de Cesare, Senior Vice President Marketing at Twentieth Century Fox and he was followed by Steve Nickerson from Warner Home Video. Paramount's Senior Vice President Sales, Magnus Hollo, explained how the company is using the *Mission Impossible* trilogy as a launch pad for its Blu-ray Disc business. Last but by no means least, the attentive audience heard from one of the industry's statesmen, Matt Brown, Senior Vice President at Sony Pictures Home Entertainment.

At the same time, the Blu-ray Disc Association stand in IFA's Hall 26 has been experiencing busy traffic since doors opened on IFA yesterday. With technology showcases from a broad range of consumer equipment and IT manufacturers there is much that catches the visitors' eyes on the stand. "There is a real buzz about Blu-ray Disc at IFA," commented Vice Chairman of the European Blu-ray Disc Association, Sony Europe Director, David Walstra. "Whether it's industry representatives or consumers, people are genuinely excited by this superb entertainment experience. If IFA is an accurate indicator, I'm confident that this autumn will see a lot of exciting developments as Blu-ray Disc rolls out. Anybody that is interested should make time to visit the world's most sophisticated Blu-ray Disc showcase."

If any journalists would like a one-to-one interview with one of the Blu-ray Disc Association members, please email [info@blu-ray-news.net](mailto:info@blu-ray-news.net).



Senior Hollywood execs answer journalist questions at IFA



David Walstra

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## Twentieth Century Fox Home Entertainment announces its first Blu-ray Disc releases



*"Blu-ray Disc is the superior High Definition format and come this holiday season it will be evident that it is really the only choice for consumers that want to enjoy pre-recorded high-definition content at home."*

*Twentieth Century Fox  
Home Entertainment  
President Worldwide Mike  
Dunn*

Continuing its unwavering and exclusive support for the Blu-ray Disc format, Twentieth Century Fox Home Entertainment President Worldwide Mike Dunn announced today the Studio's first wave of highly-anticipated motion pictures to debut on Blu-ray Disc (BD), which is the only High Definition packaged media platform broadly supported by the film, music, gaming, computing and consumer electronics industries. Representing more than \$2 billion in box office and 90 million DVD units sold worldwide, the studio's first eight BD releases are right on target with the BD early adopter and PLAYSTATION 3 purchaser. Taking full advantage of the next generation format's High Definition technology and advanced Java-based functionality, titles will be presented with the highest quality audiovisual elements including AVC (MPEG4 Compression) and High Definition "Lossless" Audio (select tracks) and many have unique interactive special features.

Fox's action-packed line-up of initial BD releases includes: *Behind Enemy Lines*, *Fantastic Four*, *Kingdom of Heaven (Director's Cut)*, *Kiss of the Dragon*, *The Omen (666)*, *The League of Extraordinary Gentlemen*, *Speed* and *The Transporter*. This first wave of BD titles will arrive at retail outlets worldwide in November. Japan launches November 10 and product hits North American (SRP US\$39.98/CAN\$49.98), Australian and European stores on November 14.

"Blu-ray Disc is the superior High Definition format and come this holiday season it will be evident that it is really the only choice for consumers that want to enjoy pre-recorded High-Definition content at home. It'll be that simple," noted Dunn. "It fully delivers on the promise of a next generation format and Blu-ray Disc represents the bright future of the \$50 billion global home entertainment industry and the inevitable successor to the incredibly popular DVD."

Added Dunn, "For our consumers, this first wave of titles from Fox and the incredible special features on them is an early glimpse of what they can expect from us as we assume a leadership position in the high-definition packaged media market."

Of Fox's Blu-ray Disc announcement, three-time Academy Award nominated Director Ridley Scott commented, "I reviewed my Director's Cut of *Kingdom of Heaven*, which is 3 hrs and 8 minutes thereabouts, on Blu-ray Disc and I was astounded. It was like looking through a window of clarity. It was the most impressive thing I've ever seen."

The Studio's first day-and-date release with DVD is the concurrent BD release of *Ice Age: The Meltdown* (known as *Ice Age 2* internationally) on November 21 in North America and the week of November 13 in Australia and select European territories. This inaugural day-and-date release will benefit from the comprehensive, multi-million dollar marketing campaigns already in place for *Ice Age: The Meltdown*, which will tout the availability of the title on both DVD and BD.

The BD release of *Ice Age: The Meltdown*, the global \$645 million box office behemoth and sequel to one of Fox's best-selling DVDs ever, is authored in HDMV

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*Three-time Academy Award nominated Director Ridley Scott*

and presented with DTS HD Lossless Master Audio and explodes with all-audience friendly HD bonus materials. Chief among the added features is the never-before-seen CGI short "No Time For Nuts" – created exclusively for the DVD and BD releases -featuring more antics by the nut-obsessed breakout character "Scrat," voiced by Ice Age director Chris Wedge. The disc also includes a Director's commentary, "Crash and Eddie" Stunts – three CGI short shorts, The Animation Director's Chair, Lost Historical Films on the Ice Age Period, "Scrat's Piranha Smackdown" Sound Effects Lab, "Crash And Eddie" Blooper, and much more.

Fox's commitment to emerging technologies is dedicated to enhancing the consumer experience of its products and providing for backward compatibility with their existing home entertainment libraries while also aggressively protecting its intellectual property from piracy. The Blu-ray Disc companies fully embrace the Studio's steadfast commitment to the fight against piracy and the preservation of the integrity of its properties. Twentieth Century Fox is a member of the Board of Directors of the Blu-ray Disc Association.

## Memorex Blu-ray Discs bring consumers into the age of High Definition recording



Memorex today announced the retail availability of its highly anticipated Blu-ray media. The recordable (BD-R) and rewritable (BD-RE) discs support High Definition video recording, making them ideal for consumers who want to capture, save and share up to 25 GB of High Definition content in crystal-clear quality. Blu-ray also meets today's high-capacity data storage needs with five times greater capacity than recordable DVD media and faster transfer speeds.

"These next-generation discs signal the advent of high-capacity, High Definition video recording and data storage," said Brian Plummer, European vice president, Imation Corp. "The ability for consumers to author and record their own High Definition content completes the circle of benefits that have long been the promise of High Definition broadcasting and High Definition home entertainment centres."

Memorex Blu-ray discs use state-of-the-art, blue-violet laser technology to support High Definition broadcast and video recording, as well as high capacity data and photo storage from PCs and servers. Compatible with Blu-ray Disc capable recorders, Memorex Blu-ray Disk media records and preserves the digital quality of High Definition broadcasts, including enhanced 7.1 channel surround sound, brilliant widescreen aspect ratio, high-resolution 1080i picture, and content-rich interactive features. A single 25 GB Memorex Blu-ray Disc can store approximately two hours of High Definition-quality video or up to 20 hours of lower-resolution video, providing up to five times greater capacity than standard 4.7 GB DVDs.

For exceptional protection of important data and video, Memorex Blu-ray Discs include DuraLayer Technology, a special scratch-resistant hard coating that guards against dust, debris and rough handling. It is the DuraLayer coating that makes it possible for Blu-ray Discs to be used without an outer cartridge, by protecting the recording layers of the disc. Individually packaged Memorex Blu-ray Disc recordable (BD-R) and re-writable (BD-RE) media with DuraLayer Technology are now shipping to select retail locations

## Primera ships Blu-ray Disc Duplication system

Primera Technology has announced that it has begun shipments of its DP XR-Blu. DP XR-Blu is the world's first automated burn and print device to support new high-capacity Blu-ray Disc recorders and media. Shipping of the unit coincides with announcements this week from other Blu-ray Disc content and equipment providers such as Sony Pictures Home Entertainment, Sony Electronics and Samsung Electronics.

Along with its built-in robotics and full-colour direct-to-disc inkjet printing, the DP XR-Blu incorporates Pioneer Electronics (USA), Inc.'s new BDR-101A Blu-ray Disc/DVD Recorder. Blu-ray enabled recording software based on technology from Sonic Solutions, the leader in Digital Media Software, is included to provide a complete and professional Blu-ray Disc publishing solution. Recordable BD-R printable-surface media for the XR-Blu is being provided by TDK Electronics Corporation.



*DP XR-Blu*

As the first automated system to use Blu-ray Disc technology, the DP XR-Blu is expected to be used in a wide variety of cutting-edge applications in business, government, military, medical, banking, insurance, back-up and archival, high-definition video, digital movie post production and more.

The initial release of the DP XR-Blu utilizes single-layer discs to store up to 25 gigabytes of data. Blu-ray Discs utilize shorter wavelength blue lasers in order to store far more data than any other optical disc technology commercially available.

The DP XR-Blu connects via USB 2.0 to any PC running Windows XP/2000. The DP XR-Blu recording and mastering software was written using AuthorScript Data Backup with BD Support from Sonic Solutions. It supports both Blu-ray Disc and DVD±R media. SureThing CD Labeler, Primera Edition, is included to make direct-to-disc labeling fast and easy.

A unique feature of the DP XR-Blu is the built-in blue LED array that illuminates the interior, making it simple to view operation. All supplies replenishment is accomplished from the front panel, allowing the unit to be placed almost anywhere – on a desk, a shelf or on a countertop. Two units can be stacked vertically to effectively double capacity and throughput. An optional rack mount kit is available for a standard 4U, 19" wide rack.

The DP XR-Blu sells for US \$5295 (MSRP). The DP XR-Blu is sold in more than 85 countries through its XR-Series Certified by Primera Resellers and Distributors. Outside of Europe and Scandinavia, DP XR-Blu is called the Bravo XR-Blu Disc Publisher.

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## Outpost FX launches first European Blu- ray Disc title

Swedish production company, Outpost FX, has announced the launch of the first European produced Blu-ray Disc title, Shark Tank HD. The title was produced using the company's Plasma Art – AVE HD system, which offers consumers digital art through their preferred display device in true High Definition.

Shark Tank HD serves as a demonstration platform with the intention of increasing awareness of Plasma Art AVE-HD. The source footage was shot in the summer of 2005 in a specially constructed 1,000,000 litre capacity tank. Fully grown sand tiger sharks – some measuring up to 3.2m in length – took the role of actors in this very atmospheric and mood setting Plasma Art AVE-HD theme.

Outpost FX used a Sony HDW-900 HDCAM camera and recorded a 10-bit HD-SDI (4:4:4) signal. The uncompressed HD-SDI signal was then fed into a complex RAID configuration from Huge Systems, which was optimised for this high data flow. "We chose this high end transparency throughout the whole chain to maintain and offer the best source material we could possibly produce digitally in a true native 1080p format, commented Claes Daelstrom, CEO, Outpost FX. "We fully adapted the HD master to 24p to suit the global market."

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to help

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To find out more about any of the topics reported here please email [info@blu-ray-news.net](mailto:info@blu-ray-news.net)

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