



Blu-ray Disc News

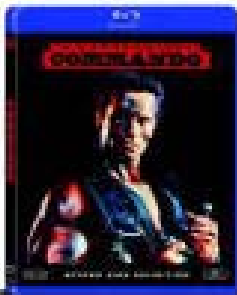
News and Views from the Blu-ray Disc Association

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Fox expands US Blu-ray Disc library with major hits in March



In addition to highlighting the technological superiority of the BD format, Fox's March BD slate features performances from some of Hollywood's most exciting stars, including Brad Pitt, Angelina Jolie, Ray Romano, Arnold Schwarzenegger, Queen Latifah, Ben Stiller, Denis Leary, John Leguizamo and Vince Vaughn.

Continuing its unwavering commitment to the Blu-ray Disc (BD) format, Twentieth Century Fox Home Entertainment has announced its March wave of BD titles in the US scheduled for release on March 13, including **Ice Age**, **Mr. & Mrs. Smith** and **Dodgeball**. In addition, **Commando** headlined by Arnold Schwarzenegger and originally slated for January '07 release has been rescheduled to launch in the US with these additional BD titles on March 13. Fox will announce the international release dates for these titles shortly.

Showcasing picture quality with twice the resolution of DVD and theater quality "uncompressed" audio for the purest digital sound, these cutting-edge discs also feature enhanced and integrated menus, games, High Definition bonus materials and Java-encoding for more dynamic and sophisticated interactivity.

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Titles and disc configurations are detailed below:

ICE AGE: Presented as a single-layer (25GB) disc with MPEG2 compression and English 5.1 DTS HD Lossless Master Audio, the BD release of ICE AGE boasts commentary by director Chris Wedge and co-director Carlos Saldanha, deleted scenes with optional commentary, *Gone Nutty: Scrat's Missing Adventure* animated short and three original theatrical trailers.

MR. & MRS. SMITH: Presented as a dual-layer (50GB) disc with AVC compression and English 5.1 DTS HD Lossless Master Audio, the BD release of **Mr. & Mrs. Smith** features commentary tracks by director Doug Liman and screenwriter Simon Kinberg, producers Lucas Foster and Akiva Goldsman as well as designer Jeff Mann and visual effects supervisor Kevin Elam, in addition to deleted scenes, a featurette entitled *Making a Scene* and original theatrical trailers.



Vincent Marcais

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*Vincent Marcais,
Senior Vice President Marketing
Twentieth Century Fox*

DODGEBALL: Presented as a single-layer (25GB) disc with MPEG2 compression and English 5.1 DTS HD Lossless Master Audio, the **Dodgeball** BD features the original theatrical trailer.

COMMANDO: Authored in MPEG2 compression with English 5.1 DTS HD Master Audio (Lossless), **Commando** includes the original theatrical trailer and HDMV menus.

In the US and Japan markets, Fox has invested in 'consumer education', which focusses on the benefit of Blu-ray Disc, through in-store materials (including explanatory leaflets) and paid advertising, some of it Fox specific and some jointly with other Blu-ray Disc supporting studios. In Europe and Australia, the studio has scheduled a "major push" in March, as well as working with other Studios on joint consumer education programs

Senior studio sources explain that Fox was drawn to Blu-ray Disc because of several factors. Firstly, it perceives Blu-ray Disc as the best consumer proposition for the future of home entertainment. Also, the copy-protection measures agreed for Blu-ray Disc enable studios to publish better quality content, and it's belief that consumers will be able to quickly access to Blu-ray Disc quality thanks to the overwhelming commitment of the consumer electronic and game console manufacturers.

The key features that make Blu-ray Disc the best consumer proposition, according to Twentieth Century Fox, are the biggest step in sound and picture quality through the support of 1080p picture and multi-channel lossless sound. At the same time, Fox believes that BD represents the biggest step in consumer interactivity and flexibility, including usage of Java, internet linkage and eventually ability to transport content to multiple platforms.

"We believe the studios and manufacturers supporting Blu-ray are doing a great job to collectively educate consumers on the benefits of this new format," commented Vincent Marcais, Senior Vice President Marketing at Twentieth Century Fox. "I think what is important now is to deliver Blu-ray consoles aligned with Blu-ray specs, deliver PS3 in large quantities and with a clear game + movie message and give Blu-ray Disc a significant advertising and PR push in the spring, driven by studios, PS3 and CE manufacturers. "

Blu-ray Disc set to take CES by storm

Next month sees the 40th anniversary of North America's premier consumer technology trade show. In June 1967 New York played host to the first CES and in the intervening period it has provided a showcase for all the latest technological advances.

Few developments in the history of CES can match Blu-ray Disc (BD) and to illustrate the power and potency of this sophisticated High Definition platform the Blu-ray Disc Association will provide the world's biggest ever BD showcase.

One of the strongest features of Blu-ray Disc is the incredible breadth of support the format enjoys from all sectors of the entertainment industry including consumer equipment manufacturers, PC/IT developers and the content creation industry.

With over 170 member companies, the Blu-ray Disc Association promises a truly spell-binding exhibition of the latest BD developments – in terms of technology and title releases.

The BDA booth will be located in Central Hall 4 of the Las Vegas Convention Center, directly adjacent the Grand Concourse and the VIP limo drop area. On the booth there will be representatives from many BDA member companies, who will be available to answer your questions and demonstrate the latest in Blu-ray Disc home entertainment.

“CES is a highlight of the CE year and it comes at the perfect time for Blu-ray Disc,” commented Victor Matsuda, Chairman of the BDA Global Promotions Committee. “2007 will be the year when Blu-ray Disc takes off in the US and CES provides the launch pad. If you are attending CES the BDA booth should be top of your ‘must see’ list.”



An artist's impression of the BDA CES Booth

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*Victor Matsuda
Chairman
Blu-ray Disc Association Global Promotions Committee.*



Senior Hollywood Studio executives answer journalist questions at IFA

Last September at IFA, Europe's premier CE trade show, members of the BDA came together for an important press conference. The event, staged in Berlin, saw senior executives from almost every Hollywood movie studio present their BD release plans and introduction strategies. Likewise, at CES, the BDA is planning another major press event. Open to all CES registered press, the event is scheduled for 15.00hrs on Monday 8 January 2007 and will take place in the Casanova 506 of the Venetian Hotel.

**Sony DADC
Europe starts
50GB BD Disc
production**

Sony DADC has been replicating Blu-ray Discs (BD) in US, Japan and Europe to serve the worldwide growing demand for the last year. In preparation for this surge

Up to now, Sony DADC has produced 500 titles and over 12 million Blu-ray Discs



Blu-ray Disc replication at Sony DADC

“Blu-ray Disc’s interactivity tool set – called BD-J – is stunning in the creativity and rich features it provides to content creators. This is a tremendous opportunity for the worldwide industry and Sony DADC is determined to play a full role in its evolution.”

*Wolfgang Krispler,
Director Authoring,
Sony DADC*

in demand for Blu-ray Disc authoring, replication and packaging services, Sony DADC has been producing 50GB (dual layer) replication services since summer 2006. In order to cover the increasing European demand, Sony DADC will be delivering BD50 by mid of January 2007 out of Salzburg, Austria. This extension of BD50 production within the worldwide network guarantees a faster response to the growing market.

“Due to BD50 capacity, bonus content such as “Making Of Scenes”, “Deleted Scenes” and many more can be added to the High Definition main movie stream,” explained Wolfgang Gruber, product manager, Blu-ray Disc authoring at Sony DADC. “Furthermore BD50 is capable of accommodating 192kHz uncompressed 5.1 audio stream in multiple languages. Greater capacity gives movie and games publishers the opportunity to increase the value of the disc by providing more content to the consumer.” So capacity matters. And the overall entertainment quality takes advantage.

“In the European headquarters of Sony DADC all services for a one-stop-shop Blu-ray Disc solution are located, including authoring, replication, packaging, physical and digital distribution. Warehousing facilities in all major home entertainment markets in Europe supply our customers with fast pick, pack and ship services, including cash collection. With the help of our regional offices in London and Paris, we are close to our customers and provide a fast local service” describes Friedrich Deininger, Director Sales and Customer Service at Sony DADC. “Furthermore with the help of our strategic partnerships through the authoring studio “Born” in the Nordic Territories and an upcoming strategic partnership with a local Authoring house in Spain, Sony DADC positions itself as a full “local” service provider with the advantage of high capacity in a central production facility.”

In another significant Blu-ray Disc development, Sony DADC has announced the formation of a focus group looking at java-based interactivity modes for Blu-ray Disc. With the strong support of Java’s creator, Sun Microsystems, the interactivity features and functions are currently being developed within the Blu-ray Disc Association.

Sony DADC recognizes Blu-ray Disc to be one of the most versatile and imaginative distribution media it has ever worked with in the home entertainment field and the company is determined to drive R&D forward in an attempt to establish the format as the industry standard and to create a stable platform for the entertainment industry to move forward.

“Blu-ray Disc’s interactivity tool set – called BD-J – is stunning in the creativity and rich features it provides to content creators,” explained Wolfgang Krispler, Director Authoring, Sony DADC. “This is a tremendous opportunity for the worldwide industry and DADC is determined to play a full role in its evolution.”

In another initiative aimed at promoting Blu-ray Disc to key audiences, Sony DADC has organized a European Roadshow. The roadshow took in nine European cities and hosted some 717 executives from 355 companies. From London to Lisbon and



Wolfgang Gruber

Stockholm to Rome, the Sony DADC roadshow racked up over 50,000 miles in order to bring the Blu-ray Disc message to its key target audience.

Aimed primarily at video publishers and music labels and explained through a series of presentations and demonstrations about the authoring, replication, packaging and distribution services offered by Sony DADC in this new technology area.

“Blu-ray Disc is pure entertainment, achieving unprecedented video and audio experiences in the home,” explained Wolfgang Gruber. “The technology is set to revolutionise the entertainment and Sony DADC is perfectly positioned to help content creators of all types exploit this major new market opportunity.

“The roadshow was a major commitment and our message has been very well received by the audiences. Already, we are experience a strong response from companies looking to build their Blu-ray Disc business model, including Sony DADC support. We are very interested in hearing from any company that is actively looking at Blu-ray Disc as a High Definition interactive distribution medium.”

We are here
to help

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