



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

CES SPECIAL ISSUE
11 January 2007

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Lionsgate announces Blu-ray Disc release schedule

There has never been a home entertainment experience available to mass audiences like Blu-ray, and Lionsgate will continue to deliver to consumers our top-line product with sound, audio and extras that are beyond anything they ever could have imagined.

Steve Beeks
President
Lionsgate

Lionsgate, the leading independent filmed entertainment company, has unveiled the studio's upcoming slate of titles on the next-generation High Definition Blu-ray Disc (BD). Headlining the slate is one of the format's first-ever TV DVD releases as the Golden Globe-winning and Emmy Award nominated series *Weeds* will be offered in High Definition. In addition, Lionsgate will deliver (BD) versions of the top-selling Marvel Animated Series titles *Ultimate Avengers* and *Ultimate Avengers 2*. The studio will also unveil High Definition versions of some of its most popular catalogue titles including *Dirty Dancing* and *Basic Instinct*. By end of 2007, the studio will have 40 Blu-Ray titles on the market.

An early supporter of Blu-ray and the second studio to release titles on Blu-Ray, Lionsgate has showcased to consumers the groundbreaking power of the technology in two of the studio's most recent releases - *The Descent* and *Crank* (which hit stores on January 9). Both movies were released day and date with standard DVD as dual-layer (BD) 50 GB DVDs, setting the bar for maximizing the capabilities of the format.

One of the most critically acclaimed horror movies of 2006, *The Descent* was the top-selling High Definition release in its first week (December 26 – January 1) and boasted the format's third most successful debut to date. *The Descent* is the first disc of either format to employ Picture in Picture, taking advantage of the full capacity of the disc, as well as the advanced BD Java Language that allows for seamless branching of multiple video and audio stream.

Lionsgate has plans for numerous day and date Blu-ray and standard DVD releases for its theatrical slate throughout 2007 including the upcoming releases of *Employee of the Month* on January 16 and *Saw III* on January 23.

"There has never been a home entertainment experience available to mass

LIONSGATE



Steve Beeks

audiences like Blu-ray, and Lionsgate will continue to deliver to consumers our top-line product with sound, audio and extras that are beyond anything they ever could have imagined," said Lionsgate President Steve Beeks. "As a company, we have always been at the forefront in utilizing technology to offer consumers the best viewing experience. Blu-ray's technological capabilities elevate to a new level of quality and experience."

Other upcoming Blu-ray titles from Lionsgate include:

- Crank (January 9)
- Employee of the Month (January 16)
- Saw II and III (January 23)
- American Psycho (February 6)
- Rambo First Blood (February 6)
- Reservoir Dogs (February 6)
- Young Guns (February 6)
- Ultimate Avengers and Ultimate Avengers 2
- Weeds (TV series)
- House of 1000 Corpses
- National Lampoon's Van Wilder
- Waiting
- The Dead Zone (TV series)
- Requiem For A Dream
- Pi
- Cabin Fever
- Monster's Ball
- Dune
- Belly

TDK showcases 200GB Blu-ray Disc technology

At CES TDK is exhibiting its latest Blu-ray Disc innovations, breakthrough media storage solutions and award-winning packaging. The company is highlighting its remarkable 200GB blue laser disc technology, the most advanced optical media ever developed. For the first time, TDK will also showcase prototype 8cm Mini Blu-ray Discs.

"TDK's 200GB blue laser disc technology represents an important milestone for optical media. As a founding member of the Blu-ray Disc Association, we are proud of our work to shape the future of digital recording," commented Sethu Palat, TDK Director of Marketing.



He continued, "With TDK's technological advancements, Blu-ray is proving to be the ultimate, future-ready format. As the technology continues to evolve, Blu-ray Discs are becoming increasingly important products in TDK's line." Palat concluded, "At CES 2007, attendees can preview the 200GB blue laser disc, and learn more about the technologies behind the format that is redefining the consumer electronics industry."

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*Sethu Palat
TDK Director of Marketing.*

One of TDK's new prototype 200GB blue laser discs stores approximately 18 hours of High Definition video (encoded at 24Mbps). These massive capacity discs are ideally suited for backing up HD editing sessions and archives.

On the Forefront of HD, TDK was the first company to ship Blu-ray Discs with its April 2006 introduction of 25GB BD-R and BD-RE media, and is now being honored with an Innovations 2007 Design and Engineering Award from the Consumer Electronics Association (CEA) for its TDK 25GB BD-R Blu-ray Disc media. TDK will begin shipping 50GB Blu-ray Discs in the first quarter of 2007 and TDK Thermal and Inkjet Printable BD-R will begin shipping in the second quarter of 2007.

Also on display, TDK is showcasing its prototype 8cm Mini Blu-ray Disc media. Mini BD-R and Mini BD-RE utilize a single-layer recording material structure and feature 16.5GB storage capacity. Used in combination with the upcoming generation of Blu-ray Disc camcorders, Mini BD-R and Mini BD-RE will enable unprecedented recording length and capture quality. The discs will also provide compatibility with Blu-ray drives.

Buena Vista Worldwide Home Entertainment announces global BD release schedule

At CES, Buena Vista Worldwide Home Entertainment (BVWHE) has announced the company's most extensive Blu-ray Disc slate yet, with action-packed and family titles due for release throughout 2007 in North America, Europe and Asia.

Showing its continued commitment to the next-generation, High Definition format, the company has selected a wide range of titles, many 50GB, to showcase the new Blu-ray Disc format, from blockbusters and Academy Award-winning masterpieces, to popular animated movies for the entire family.

In North America, BVWHE will release titles beginning March '07 to include ***Chicken Little, King Arthur Director's Cut, Pirates of the Caribbean: The Curse of the Black Pearl, Pirates of the Caribbean: Dead Man's Chest, Cars, Con Air, Crimson Tide, The Rock, Finding Neverland, G.I. Jane, The Recruit, Open Range*** and ***Remember The Titans***.

In Europe, titles to be released beginning March '07 will include ***Eight Below, Chicken Little, Enemy of the State, Flightplan, Gone in Sixty Seconds, The Hitchhiker's Guide to the Galaxy, Pearl Harbor, Scary Movie 4, Sky High, The Wild, Dinosaur, King Arthur Director's Cut, Pirates of the Caribbean: The Curse of the Black Pearl, Pirates of the Caribbean: Dead Man's Chest, Bruce Almighty, Con Air, Crimson Tide, The Rock, Cars, Air Force One*** and ***Finding Neverland***.

In Asia, titles to be released beginning March '07 will include ***Chicken Little, Face/Off, King Arthur Director's Cut, The Wild, Pirates of the Caribbean: The Curse of the Black Pearl, Pirates of the Caribbean: Dead Man's Chest, Scary***



Movie 4, Cars, Con Air, Crimson Tide, The Rock and Air Force One. See paragraphs below for complete date listings.

“Blu-ray is quickly becoming the High Definition standard on the market today and we are very pleased to add this amazing slate of Blu-ray releases that will appeal to our core demographic. With the dual-layer, 50GB discs, the possibilities for exciting new interactive features and additional bonus content are endless.”

*Bob Chapek
President
Buena Vista Worldwide Home
Entertainment*

Commenting on the announcement, BVWHE President Bob Chapek stated, “Blu-ray is quickly becoming the High Definition standard on the market today and we are very pleased to add this amazing slate of Blu-ray releases that will appeal to our core demographic. With the dual-layer, 50GB discs, the possibilities for exciting new interactive features and additional bonus content are endless.”

The company has already had tremendous success with the first generation of Blu-ray Disc titles such as ***Eight Below*** and ***Dinosaur***, and is releasing most new titles on the new dual-layer Blu-ray Discs that features a massive storage capacity of 50GB, enabling the highest caliber encodes, expanded bonus material and exciting new interactive features.

As part of its worldwide release strategy BVWHE will release ***Pirates of the Caribbean: The Curse of the Black Pearl*** and ***Pirates of the Caribbean: Dead Man’s Chest*** in all territories May '07 and ***Con Air, Crimson Tide*** and ***The Rock*** in all territories beginning June '07. ***Cars*** will also see a worldwide rollout schedule in 2007.

In North America, BVWHE will release ***Chicken Little*** and ***Finding Neverland*** on March 20; ***King Arthur Director’s Cut*** and ***G.I. Jane*** on April 3; ***Pirates of the Caribbean: The Curse of the Black Pearl*** and ***Pirates of the Caribbean: Dead Man’s Chest*** in May; ***Con Air, Crimson Tide*** and ***The Rock*** on June 8; and ***Cars, The Recruit*** and ***Open Range*** in Summer '07.



Europe will see its first Blu-ray Disc titles from BVWHE beginning in March with the release of ***Eight Below, Chicken Little, Enemy of the State, Flightplan, Gone in Sixty Seconds, The Hitchhiker’s Guide to the Galaxy, Pearl Harbor, Scary Movie 4, Sky High, Finding Neverland*** and ***The Wild***. Next up are ***Dinosaur*** and ***King Arthur Director’s Cut*** in April; ***Pirates of the Caribbean: The Curse of the Black Pearl*** and ***Pirates of the Caribbean: Dead Man’s Chest*** in May; ***Bruce Almighty, Con Air, Crimson Tide*** and ***The Rock*** in June; and ***Cars, Air Force One*** and ***Reign of Fire*** in Summer '07.

In Asia, BVWHE will release ***Face Off*** in March; ***Chicken Little*** and ***The Wild*** in April; ***Pirates of the Caribbean: The Curse of the Black Pearl, Pirates of the Caribbean: Dead Man’s Chest*** and ***Scary Movie 4*** in May; and ***Cars, Con Air, Crimson Tide, The Rock, King Arthur Director’s Cut, Air Force One*** and ***Starship Troopers*** in Summer '07.

Sony introduces Living Room PC with BD capability in US

“With the XL3 Digital Living System consumers can turn a typical entertainment center into a thrilling High Definition media hub and enjoy HD in a way previously not possible.”

*Mike Abary,
Vice president of VAIO product marketing
Sony Electronics*



**VAIO XL3
Digital Living System**

At CES Sony has introduced a High Definition living room PC with integrated Blu-ray Disc technology to the North American market. With the Digital Living System you can watch movies in stunning HD clarity, as well as record, store and playback personal content on high-capacity BD media.

A built-in NTSC and an ATSC television tuner, in addition to a unidirectional digital CableCARD, allows the VAIO XL3 Digital Living System to replace an HD digital video recorder so you can watch and record TV without the need for a separate set-top box.

The unit's high storage capacity allows you to burn entire seasons of your favourite television programs to its hard drive and play them back in high-definition. A wireless remote and keyboard let you browse the Web, all from the comfort of your sofa.

About the size of a traditional stereo receiver, the XL3 model features a stylish, horizontal form factor engineered to fit into a home entertainment rack. The unit connects to a television via an HDMI cable to output high-definition video and multi-channel digital audio in a single connection.

“Sony is defining the digital home by integrating the latest technologies on the market into a unique offering and pushing the boundaries of HD adoption in the living room,” said Mike Abary, vice president of VAIO product marketing for Sony Electronics. “With the XL3 Digital Living System consumers can turn a typical entertainment center into a thrilling High Definition media hub and enjoy HD in a way previously not possible.”

With more and more television networks offering full-episode programming streaming through their web site, Abary said the XL3 model is a great way to enjoy online programming on a TV. And, with the rising popularity of free video sharing websites, you can catch up on the latest viral videos with friends and family on your television without huddling around a small PC display.

The system offers end-to-end support for High Definition camcorders with a suite of video applications that let you capture, edit and burn to Blu-ray Disc High Definition media in full 1080 resolution without downgrading video quality and integrity.

The XL3 unit incorporates the latest technologies including an Intel Core 2 Duo processor, NVIDIA GeForce 7600 GTL graphics, 2GB of RAM memory, and a roomy 500GB hard drive.

The unit also uses liquid cooling technology to maintain high CPU performance while remaining quiet enough for the living room. The XL3 model is equipped with Microsoft Windows Vista Home Premium operating system with Media Center functionality for easy content navigation and management.

Sony also incorporated Sound Reality technology to boost audio performance for high-quality digital sound and support for Direct Stream Digital for unsurpassed reproduction.

Casino Royale to debut in US on High Definition with Sony Pictures Home Entertainment

We're proud to be the first to deliver Bond on Blu-ray with the best picture and sound quality available today. This is just the tip of the iceberg for Blu-ray in 2007.

David Bishop, President, Sony Pictures Home Entertainment.



At CES, Sony Pictures Home Entertainment (SPHE) President David Bishop announced, as part of the company's first quarter Blu-ray line-up, that Bond will be making his way to Blu-ray with the much anticipated release of **Casino Royale** on March 13. **Casino Royale**, starring Bond newcomer Daniel Craig, grossed more than \$400 million at the box office worldwide and will debut on a 50GB dual-layer disc encoded in MPEG-4 AVC. Consumers can see even more of Craig who also stars in **Layer Cake**, a riveting thriller set in the U.K. underworld, when it hits Blu-ray (50GB) that same day.

"With software sales up 700 percent since the mid-November launch of Playstation 3 and other Blu-ray hardware from manufacturers, the market is poised for maximum impact blockbusters like **Casino Royale**," said David Bishop, President, Sony Pictures Home Entertainment. "We're proud to be the first to deliver Bond on Blu-ray with the best picture and sound quality available today. This is just the tip of the iceberg for Blu-ray in 2007."

Sony Pictures Animation's first full-length animated feature, **Open Season**, starring Ashton Kutcher and Martin Lawrence, will mark the debut of the first MPEG-4 AVC encoded BD title from SPHE on January 30. In addition to **Casino Royale**, three more dual-layer 50GB box office hits were announced for Q1. **Gridiron Gang**, starring Dwayne "The Rock" Johnson, will be available on January 16 followed by **Running with Scissors**, with Annette Bening in a Golden Globe-nominated performance, on February 6 and **Stranger Than Fiction**, featuring writer and producer Will Ferrell on February 27.

Catalog titles announced include **Resident Evil: The Apocalypse**, featuring Blu-Wizard on January 16 and **Vertical Limit**, February 20 (50GB). Also upcoming from the SPHE catalog are **Hostel**, **Jerry Maguire** and **A Few Good Men**.

SPHE has released a broad selection of Blu-ray Disc titles since the format's initial launch on June 20, 2006. The studio was the first to deliver a 50GB Blu-ray Disc title with the release of **Click** on October 10, followed by **Black Hawk Down** on November 14 and **Talladega Nights: The Ballad of Ricky Bobby** on December 12.

We are here to help

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