



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

25 January 2007

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## PS3 to launch in Europe and Australasia on 23 March 2007

Sony Computer Entertainment Europe today announced that PLAYSTATION 3 will be launched in the PAL territories of Europe, Africa, the Middle East and Australasia on 23 March 2007 at a price of €599 (£425, AUD 999.95, NZ 1199.95).

Responding to retail and consumer demand, SCEE confirmed that initially only the 60GB model would be available, with the 20GB model to follow later in the year dependent on demand.

An expected one million PS3 units will be made available during the initial launch period.

*Following the hugely successful launches of PS3 in Japan and North America, we are absolutely delighted to be able to bring significant numbers of PS3 to the SCEE territories.*

*David Reeves  
President  
Sony Computer Entertainment  
Europe*



**MotorStorm in High Definition on PLAYSTATION 3**

SCEE also announced a stellar launch line-up of over 30 game titles for PS3, including eagerly awaited titles published by SCEE such as *Resistance: Fall of Man™*, *MotorStorm™*, *Genji™: Days of the Blade*, *FORMULA ONE CHAMPIONSHIP EDITION* and *Ridge Racer™ 7*. An exceptional range of titles in every genre will also be available at launch from the world's leading third party



**David Reeves**

publishers, including Electronic Arts, Activision, Namco Bandai, Sega, Take 2, Ubisoft, Vivendi Universal, and Sony Online Entertainment.

In addition to games on disc, an exciting range of fully-featured downloadable games will debut on the PLAYSTATION Network. These will include gaming icons such as *Tekken®: Dark Resurrection* and *Gran Turismo® HD Concept*, the fully-featured PS3 debut of the best-selling franchise *Gran Turismo*, realised with full HD (1080p) visual quality. Created by Polyphony Digital Inc and published by Sony Computer Entertainment, *Gran Turismo® HD Concept* has been downloaded by more than 350,000 users since it was released in December 2006 in North America and Japan.

Also available on the PLAYSTATION Network will be brainteasers such as *Go! Sudoku* and *Go! Puzzle*, and innovative games such as *Blast Factor™* and *fIOW™*, designed exclusively for PLAYSTATION 3 and delivering on the promise to provide original content created by non-traditional developers and publishers.

Concurrent with the European launch, a new System Update to further enhance the entertainment potential of PS3 will be issued.

Announcing the launch details, David Reeves, President of SCEE said, "Following the hugely successful launches of PS3 in Japan and North America, we are absolutely delighted to be able to bring significant numbers of PS3 to the SCEE territories. To be able to launch with over 30 titles across every genre shows that this is our strongest launch line-up in the history of PlayStation, and is what PlayStation fans in Europe have been crying out for."

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## Sony Pictures Home Entertainment supports PS3 Euro launch with blockbuster BD slate in Q1 2007

Sony Pictures Home Entertainment (SPHE) has 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** in the UK on March 19th. **Casino Royale**, starring Bond newcomer Daniel Craig, grossed more than \$400 million at the box office worldwide and has already been established as the most successful Bond film of all time. *Casino Royale* 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) on the same day.

"With US software sales up 700 percent since the mid-November US 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."

*Casino Royale* will be our flagship release in March around the UK launch of the Playstation 3, delivering explosive content for gaming and film fans alike.

Matt Brown  
Executive Vice-President  
Sony Pictures Home  
Entertainment, Europe



“**Casino Royale** will be our flagship release in March around the UK launch of the Playstation 3, delivering explosive content for gaming and film fans alike,” said Matt Brown, Executive Vice-President, Sony Pictures Home Entertainment, Europe.

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 February 12<sup>th</sup>.

SPHE has released a broad selection of Blu-ray Disc titles since the format's initial launch. The studio's first 50GB Blu-ray Disc title was the release of **Talladega Nights: The Ballad of Ricky Bobby** on January 15 and will be followed by **Black Hawk Down** January 22<sup>nd</sup> and **Click** January 29<sup>th</sup>.

Catalogue titles announced today include **A Knight's Tale** (February 12<sup>th</sup>), **RV** (February 12<sup>th</sup>), **Hellboy**, **King Fu Hustle**, **50 First Dates** and **XXX** (all released March 19<sup>th</sup>). Plus new release title **All The King's Men** is released on March 6<sup>th</sup>.



Sony Pictures Animation's first full-length animated feature, **Open Season**, chronicles the journey of a domesticated grizzly bear (Martin Lawrence) and a fast-talking mule deer (Ashton Kutcher) who unite the woodland creatures and take the forest back before open hunting season. Encoded in MPEG-4 AVC, **Open Season** on Blu-ray Disc features hours of activities.

The disc contains loads of added-value features in high-definition including:

- Boog and Elliot's Midnight Bun Run Short
- Behind the Trees Featurette
- The Voices Behind the Stars Featurette
- Deleted Scenes
  - Forest 102
  - Facial Tick
- Music Video: Deathray - "I Wanna Lose Control (Uh Oh)" by Deathray

With US software sales up 700 percent since the mid-November US launch of Playstation 3 and other Blu-ray hardware from manufacturers, the market is poised for maximum impact blockbusters like *Casino Royale*.

David Bishop  
President  
Sony Pictures Home  
Entertainment

- Inside the Animals Studio Commentary
- Commentary with the Filmmakers Behind **Open Season**
- Activities
  - Voice-A-Rama
  - Wheel of Fortune: Forest Edition
  - "Swept Away" Scene Deconstruction
- Ringtales
  - Rabbitball
  - Security Camera
  - Camouflage
- Galleries
  - Environments
  - Characters
  - Beat Boards
- Uncompressed Audio

**Casino Royale** introduces James Bond to the world as he is earning his "00" status and is sent on a dangerous mission to trump a high stakes poker game that could take down one of the world's largest terrorists organizations. Added-value features in high-definition on the **Casino Royale** 50GB MPEG-4 AVC encoded Blu-ray Disc include:

- Becoming Bond – An intimate look at how Daniel Craig stepped into the role of the 6<sup>th</sup> James Bond
- Bond Girls Are Forever – A closer look at Bond's Leading Ladies (standard-def)
- Chris Cornell Music Video, "You Know My Name"
- Uncompressed Audio



**Judi Dench plays Spymaster 'M' in *Casino Royale***

**Layer Cake** is a riveting thriller set in the drug underworld of the U.K. and explores the dangerous world of sex, drugs, deception and money. The film stars Daniel Craig in a role that undoubtedly helped him prepare for his stint as James Bond in **Casino Royale**. The 50GB Blu-ray Disc is equipped with loads of added-value including:

- Director and Writer Commentary
- Deleted and Extended Scenes
  - Duke at the Café
  - Lunch at Jimmy's
  - Charlotte
  - How to Find Charlotte
  - Fishing
  - Tiptoes Has Been Calling
  - Guarding the Goods
  - XXXX in Bed with the Gun
  - On the Staircase
  - On the Rooftop
  - Sidney and Sam
  - Setting Up the Meeting

- Where is My Prisoner?
- Meeting at Gene's
- Driving Away Alternate Ending
- Alternate Ending
- Q&A Screening with Matthew Vaughn and Daniel Craig
- Behind the Scenes Featurette
- Uncompressed Audio

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## Blu-ray Disc Association welcomes all content owners to a Blu world



**Frank Simonis**

Recent weeks have seen a number of speculative press articles regarding the Blu-ray Disc Association's supposed reluctance to work with the Adult Video Entertainment Industry in producing High Definition titles.

These reports are not accurate, and in an attempt to correct misperceptions, the BDA's chairman of the European promotions committee, Frank Simonis, made the following comments.

"The BDA welcomes the participation of all companies interested in using and supporting the format, particularly those from the content industry. Blu-ray's superior capacity has attracted support from virtually every major Hollywood studio and gives content providers the best possible platform for delivering their content in High Definition. We look forward to working with any content providers that are interested in providing their audience with the best possible High Definition home entertainment experience," remarked Frank Simonis.

The Association is heading a number of initiatives aimed at increasing awareness of the Blu-ray Disc format amongst the content creation industry. For example, independent film makers and distributors are a key audience in 2007. The BDA welcomes approaches from any adult video entertainment company that is interested in releasing BD titles.

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## We are here to help

The Blu-ray Disc Association supports the production of this electronic newsletter. For more information on the association visit the website – [www.blu-raydisc.com](http://www.blu-raydisc.com)  
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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