



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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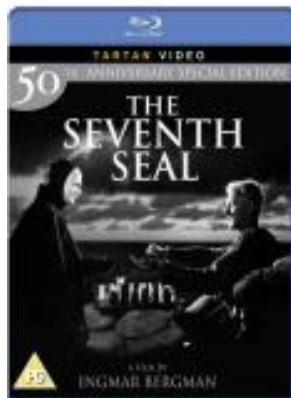
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Indies share Blu-ray vision

"To go with Blu-ray was a no-brainer for Tartan. Not only is the format superior to HD DVD, but also the fact that seven out of eight studios have chosen to release their movies on Blu-ray means that this so-called "format war" is over before it has really begun."

*Hamish McAlpine
Owner
Tartan Video*

The latest news from the independent sector in the UK sees four leading independent distributors announcing that they will release some of their best-selling titles on Blu-ray Disc from August onwards. Tartan Video, Entertainment in Video, Icon Home Entertainment and Metrodome Distribution have all expressed their support for the Blu-ray Disc format.



Tartan will release Paul Verhoeven's *Black Book* on August 27, and cult Asia extreme revenge thriller, *Old Boy*, and a special 50th Anniversary edition of Ingmar Bergman's all-time classic, *The Seventh Seal* on September 24.

"To go with Blu-ray was a no-brainer for Tartan, commented label owner, Hamish McAlpine. "Not only is the format superior to HD DVD, but also the fact that seven out of eight studios have chosen to release their movies on Blu-ray means that this so-called "format war" is over before it has really begun."

Entertainment in Video's slate includes Martin Scorsese's *Gangs of New York* and includes *Phantom Of The Opera*, *Million Dollar Baby*, *Broke Back Mountain*, *The Crow (Special Edition)* and *Lucky Number Slevin*.

These titles will be released on August 13 and are presented in full High Definition. Also, the discs offer a seamless menu-bar that allows the viewer to enjoy the wide



range of bonus material without leaving or interrupting the main movie.

Icon Home Entertainment's head, Ian Dawson, said the indie would be releasing as many High Definition films as makes sense over the coming 12 months following the success and No.1, week one Blu-ray Disc sales of *Apocalypto*.

"Key titles include *Alpha Dog* (August 20), *Bridge To Terabithia* (October 15), and *La Vie En Rose* (November). Going into 2008 will also see the likes of *30 Days Of Night* and *Seraphim Falls* along with some key Icon catalogue, which lend themselves to the format," said Dawson.



"Whilst still in the early stages of development we have been encouraged by the strong initial take-up in both the Retail and Rental markets and aim to have High Definition as a central element of our plans for major forthcoming releases."

*Ian Dawson
Head
Icon Home Entertainment*

"Whilst still in the early stages of development we have been encouraged by the strong initial take-up in both the Retail and Rental markets and aim to have High Definition as a central element of our plans for major forthcoming releases.

Metrodome is releasing Blu-ray Disc versions of its award-winning *Days Of Glory* and *Transformers: The Movie* on September 17. "Metrodome is extraordinarily



proud to announce that *Days Of Glory* and *Transformers: The Movie* will be our first releases on the Blu-ray format," commented Metrodome General Manager, Tom Stewart. "*Days Of Glory* comes on the back of a wonderfully successful box office run and huge critical acclaim. Given the sensational strength which quality war pictures continue to exhibit on standard definition, it is a natural and highly desirable evolution for this new format.

"*Transformers*' is a brand now more mainstream than ever with the recent blockbuster performance of Michael Bay's film. Fans old and new will love seeing the original classic in this stunning hi-def format whether they are adapting to films from the perfectly suited PS3 games market or as a dedicated collector upgrading longed-for titles in their personal libraries.

"For both a staggering, sweeping war epic and the ultimate in classic sci-fi, *Days of Glory* and *Transformers: The Movie* are the perfect titles with which to launch the format at Metrodome and gives even more strength to the titles in the marketplace," stated Stewart.

Hitachi launches world's first BD camcorder

Hitachi has released two versions of the world's first Blu-ray Disc camcorder that records directly onto high-definition discs. The DZ-BD70A and DZ-BD7HA camcorders can store up to a maximum of one hour of Full High Definition (1920 x 1080) footage on each Blu-ray disc.

In addition, the DZ-BD7HA model is a hybrid unit with a 30GB hard disc drive (HDD) that can record up to four hours of FullHD video or eight hours of 1440 x 1080 video.

Both cameras feature Hitachi's 5.3 mega pixel CMOS image sensor and HD-quality 12-element lens system. The non-hybrid DZ-BD70A also comes with an SD card slot for storing digital still photos at a maximum resolution of 4.32-megapixels.

Hitachi's Photo Capture feature also allows DZ-BD70A users to grab any still frame from a Blu-ray disc and save it as 2.1-megapixel photo to the SD card. The DZ-BD70A also allows video to be recorded in standard definition quality to regular DVDs.



"To be the first manufacturer to create two models of the world's first Blu-ray disc camcorders that shoot, playback and store HD video is a huge milestone for us and something we are exceptionally proud of."

*Jeff Fochtman
Product manager
Hitachi America.*

Meanwhile, the hybrid DZ-BD7HA device allows footage on its HDD to be edited using the split, delete and connect commands. It can then be transferred from the drive straight onto a Blu-ray disc, bypassing external editing devices such as PCs.

"To be the first manufacturer to create two models of the world's first Blu-ray disc camcorders that shoot, playback and store HD video is a huge milestone for us and something we are exceptionally proud of," said Jeff Fochtman product manager at Hitachi America.

"Hitachi is well known for having introduced the world's first DVD camcorder in 2000, and last year we introduced the world's first Hybrid camcorder with a DVD drive and a hard disk drive."

The DZ-BD70A camcorder will be priced at an RRP of \$1,299, while the hybrid DZ-BD7HA will cost around \$1,499.

**Spiderman
weaves his web
on Blu-ray Disc**

Spider-Man 3 is set to become one of the home entertainment events of the year when Sony Pictures Home Entertainment (SPHE) releases the international blockbuster on DVD October 30, in time for the holiday gift-giving season. Spider-Man 3 will be available in several versions for fans to collect including a single-disc release, a two-disc Special Edition release, PSP, and a three-pack DVD release which will include Spider-Man and Spider-Man 2 on DVD with collectible O-Ring packaging.

Also available is the Spider-Man High Definition Trilogy, a three-pack release of all three films on Blu-ray Disc allowing fans an exclusive opportunity to collect both Spider-Man and Spider-Man 2 in High Definition, along with Spider-Man 2.1 and Spider-Man 3. Spider-Man 3 will also be available as a stand-alone two-disc release on Blu-ray Disc.

Grossing more than \$888 million worldwide during its theatrical run, Spider-Man 3 set numerous records, including the biggest three-day total in box-office history (\$151 million), biggest single day gross in box-office history (\$59.8 million), and the #1 all-time worldwide opening \$231 million. Tobey Maguire (Seabiscuit, The Ice Storm), Kirsten Dunst (Marie Antoinette, Bring It On), James Franco (Annapolis), Academy Award(R) nominee Rosemary Harris (Best Actress, Tom & Viv, 1995), and J.K. Simmons (Thank You For Smoking) reprise their roles from the first two instalments of the franchise under the direction of Sam Raimi (Spider-Man, Spider-Man 2).



The two-disc Spider-Man 3 Blu-ray Disc and two-disc Special Edition DVD offer fans more than six hours of all-new bonus materials, including a trio of featurettes spotlighting the cinematic creation of the web crawler's greatest nemeses. Grains of Sand -- Building Sandman details the challenges Sony Pictures Imageworks faced in creating the iconic villain; Re-Imagining the Goblin explores the changes in the New Goblin character from page to screen; and Covered in Black -- Creating Venom follows the cinematic creation of Spider-Man's archrival.

The two-disc's added value also has a trio of features on the creation of the spectacular stunts in the movie: Hanging On ... Gwen Stacy & the Collapsing Floor, where stunt coordinator Scott Rogers explores the logistics of the dangerous stunt performed by Bryce Dallas Howard; Fighting, Flying & Driving -- The Stunts, wherein Stunt Coordinator/2nd Unit Director Dan Bradley and Stunt Coordinator Scott Rogers provide a behind-the-scenes peek at the various "gags" in the film; and Wall of Water where the viewer is taken into the creation of one of the biggest stunts in the film. In addition, the discs offer bloopers, a Snow Patrol music video, and two audio commentary tracks with cast and filmmakers.

Spider-Man 3 Two-Disc Blu-ray Disc, Disc One Special Features:

- Digitally Mastered Audio and Video
- Audio: English Dolby True HD 5.1, English PCM 5.1 (Uncompressed), French, Spanish, Portuguese, Thai 5.1 (Dolby Digital)
- Subtitles: English, English SDH, French, Spanish, Portuguese, Korean, Thai, Chinese Mandarin, Chinese Cantonese
- Bloopers
- Photo Galleries
- Snow Patrol Music Video





- Audio Commentary with Director Sam Raimi and Cast Members Tobey Maguire, Kirsten Dunst, James Franco, Thomas Haden Church, Topher Grace, and Bryce Dallas Howard
- Audio Commentary with Producers Laura Ziskin, Avi Arad and Grant Curtis, Editor Bob Murawski and Special Effects Supervisor Scott Stokdyk
- Closed Captioned
- Bonus Previews

Disc Two Special Features:

- Digitally Mastered Audio and Video
- Audio: English, Spanish 5.1 (Dolby Digital). English, Spanish (Dolby Surround)
- Subtitles: English, Spanish
- Featurette: Grains of Sand -- Building Sandman
- Featurette: Re-Imagining the Goblin
- Featurette: Covered in Black -- Creating Venom
- Featurette: Hanging On ... Gwen Stacy and the Collapsing Floor
- Featurette: Fighting, Flying & Driving -- The Stunts
- Featurette: Tangled Web: The Love Triangles of Spider-Man 3
- Featurette: Wall Of Water
- Featurette: On Location Cleveland -- The Chase on Euclid Avenue
- Featurette: On Location New York -- From Rooftops to Backstreets
- Featurette: The Science of Sound
- Featurette: Inside The Editing Room
- Theatrical TV Spots From Around the World
- Closed Captioned

Mini Blu-ray Discs launched by TDK and Verbatim

Verbatim and Imation have both released a range of Mini Blu-ray recordable and rewriteable discs, which can be used with compatible Blu-ray camcorders such as the newly announced Hitachi Blu-ray Disc camcorders (*see earlier story*).

Verbatim claim the "world's first" of these 8cm discs which can store 7.5GB each and are able to capture about one hour of video in full HD or two hours in 1080i mode. MKM Mini BD media will launch in Japan this month, with worldwide shipping commencing whenever the camcorders ship. The discs will have an anti-static and anti-scratch proprietary coating. Prices are to be confirmed.

Meanwhile, in the US, Imation Corp, exclusive licensee of the "TDK Life on Record" recording media brand, has announced the release of 8cm recordable Blu-ray Discs. Available in both BD-R (recordable) and BD-RE (re-recordable), each TDK 8cm Blu-ray Disc offers 7.5 gigabytes of capacity, ample to store 60 minutes of full-quality High Definition video. TDK BD-R (BD-R75A) and BD-RE (BD-RE75A) 8cm Blu-ray Discs will begin shipping in the U.S. in September at manufacturer suggested retail prices of \$24.99 and \$34.99, respectively.



TDK Corporation manufactures these 8cm recordable Blu-ray Discs using TDK advanced technologies and supplies the product to Imation for sale under the TDK Life on Record brand.

“With the introduction of 8cm recordable Blu-ray Discs, we’re once again extending the capabilities and performance of the Blu-ray format,” commented Ron Zinke, vice president, Imation Consumer Division, Americas Region. “By capturing a full 60 minutes of 1080i HD video on remarkably convenient and durable media, TDK 8cm Blu-ray Discs give everyday camcorder users the same capabilities that until now have been exclusively enjoyed by professional videographers.”

Oerlikon to install its first Blu-ray Disc replication line in Europe

“The next generation Blu-ray market offers many new opportunities for media manufacturers.”

*Hans Ebinger
Head of Optical Disc
Business Unit
Oerlikon.*

German Optical Disc manufacturer Infodisc has received delivery of the first Indigo BD ROM manufacturing line in Western Europe. The Oerlikon Blu-ray replication line will be installed in the coming days at the Renchen/Germany facility. Infodisc will offer its services as the first independent European Blu-ray manufacturer, which is not contractually tied to a particular Hollywood movie studio. As a pioneer in the Blu-ray production technology, Infodisc will share its experience with other replicators and serve as a showcase for the Oerlikon Blu-ray line Indigo.

“We’ve evaluated the available Blu-ray production equipment and were primarily impressed by Oerlikon,” says Michael Gotowski, CEO at Infodisc. “The Indigo line is approved by major replicators, features an excellent cover layer process and is mature for Blu-ray mass production. Soon, Oerlikon will launch the 50GB dual layer upgrade, using Sony’s wet embossing process. This is the professional package we need for our own market success.”

“The next generation Blu-ray market offers many new opportunities for media manufacturers,” says Hans Ebinger, Head of Optical Disc Business Unit at Oerlikon. “The entrepreneurs coming first will be able to shape this upcoming market their way. Infodisc is just doing that world wide. We are proud that we have been selected as the partner of choice. This is a great reward for our effort to develop the Blu-ray market.”

Oerlikon has the widest installed base of Blu-ray manufacturing lines around the globe and is an established partner to the leading manufacturers of both pre-recorded as well as recordable Blu-ray discs. The Indigo lines combine Oerlikon’s leading sputtering technology with a unique cover layer spin coating process.

Oerlikon is working with Sony DADC to develop a wet embossing process for production of the new 50GB dual layer Blu-ray format to be launched later this year.

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to help

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