



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

28 August 2007

IFA PREVIEW

Contents in this issue

- BDA Europe looks ahead enthusiastically to IFA Berlin
- Blu-ray Disc raises the bar at IFA Berlin
- Java Powered Blu-ray Disc Developer Forums

BDA Europe looks ahead enthusiastically to IFA Berlin

This week sees the opening of IFA's doors in Berlin with the Blu-ray Disc Association (BDA) staging one of the World's largest ever showcases of next generation High Definition technology.

Looking ahead to IFA, Frank Simonis, Chairman, BDA European Promotions Committee is full of anticipation for what he believes will be a milestone event in the establishment of Blu-ray Disc as the next generation High Definition replacement for DVD.

"These major trade shows provide us with the opportunity to demonstrate the significant advances that are being made in the BD format – in the breadth of hardware and software product that is available and also in the continuing evolution of the format, especially in terms of its BD-Java based interactivity," commented Frank Simonis. "Since CES last January we have made major strides towards our goal of establishing this exciting home entertainment technology. This will be clear to see for all visitors to our stand."

Reflecting on last week's news of Paramount's decision to adopt the HD DVD format, Simonis was philosophical. "It would be churlish to say that we are not disappointed by Paramount's decision – it creates confusion amongst consumers' minds at a time when the industry trend towards Blu-ray Disc is clear and undeniable," stated Simonis. "What we need to do is to stay focused, build on our recent successes and convince consumers worldwide that now is the right time to invest in Blu-ray Disc."



Frank Simonis





Sun Microsystems will stage a series of Java Powered Blu-ray Disc Developer Forums at the BDA stand on Wednesday 5 September



Interactivity comes to IFA

A major attraction for visitors to IFA this year is a series of 'Java Powered Blu-ray Disc Developer Forums' that are being organized and supported by the BDA in association with Sun Microsystems.

"Already, we have seen a number of announcements from studios such as Disney and Fox of releases this fall, which harness the power and potency of Java-based interactivity on BD," commented Jean-Paul Eekhout from the BDA European Promotions Committee. "These events are designed to provide content owners and developers with an opportunity to climb inside this technology and hear from its original creators about its amazing capabilities.

Blu-ray Disc raises the bar at IFA Berlin

The Blu-ray Disc Association European Promotions Committee has confirmed that IFA will represent its largest ever and most advanced exhibit of BD technology and products spanning consumer hardware, IT systems and the exploding software industry based on this awe inspiring format. On its stand (Number 104, Hall 6.2) the Blu-ray Disc Association will stage one of the largest ever showcases of Blu-ray Disc technology, products and services.

The BDA enjoys the support of around 170 companies and many of these will be represented on the stand throughout the exhibition which opens on 31 August and runs until 5 September 2007. The showcase will provide details of the consumer equipment, the wide range of movies and music videos, and the professional equipment and services that are available on the Blu-ray Disc format.



A highlight of last year's Blu-ray Disc

Association participation within IFA came at the association's press conference. Many of Hollywood's studio heads visited Berlin and shared the same platform to answer questions from a packed audience of journalists.

This year, the BDA will stage a similar press event where leaders from consumer hardware and software companies come together to promote the Blu-ray Disc format. Amongst the entertainment industry executives presenting at the BDA press event will be Franco de Cesare from 20th Century Fox, Monica Juniel from Warner Home Video, Don Eklund from Sony Pictures and Steve Foulser from Disney Corporation.

At IFA 2007, the Blu-ray Disc Association will stage a press event at 17.00hrs on Thursday 30 August. The event will take place in the Philips Theatre.

"In Europe, the Blu-ray Disc format is experiencing consistently strong growth in all sectors from CE players to IT-based products and movie sales."

*David Walstra
Vice Chairman
Blu-ray Disc Association
European Promotions
Committee*



Senior Hollywood executives answer questions at IFA 2006

"In Europe, the Blu-ray Disc format is experiencing consistently strong growth in all sectors from CE players to IT-based products and movie sales," commented David Walstra, Vice Chairman of the Blu-ray Disc Association European Promotions Committee. "We expect to hear from several other leading brands that will launch new products at IFA, broadening the choice from five to at least seven leading brand names."

Java powered Blu-ray Disc Developer Forums

In the first half of 2007 Blu-ray Disc has outsold HD DVD by a margin of greater than 2-to-1. This clear consumer preference has been based mainly on the superior audio visual quality that BD offers – interactivity, although being a major part of the format specification, has been evolving and not many studios have chosen to implement it on their releases to date.

However, that situation is set to change rapidly this fall. The BDA, with a committed support of Sun

Microsystems, has been working hard on defining standards and creating toolkits



that will enable content owners to create previously unimagined interactive features that compliment the movies and other content loaded on a Blu-ray Disc.

Interactivity is a key feature of the Blu-ray Disc format and in order to demonstrate its market-leading characteristics, Sun Microsystems will stage a number of Java Powered Blu-ray Disc Developer Forums live on the Blu-ray Disc Association stand on Wednesday 5 September.

At these events, Bill Foote, Sun Microsystem's Blu-ray Disc interactive authoring architect will present the latest interactive entertainment development opportunities that are available of the BD format.

The Blu-ray Disc (BD-J) development platform will be familiar to developers acquainted with the multi-media home platform (MHP), Java mobile edition (Java ME) and even Java standard edition (Java SE) for the desktop.

"BD-J can be your entry into the exciting and lucrative world of gaming and film making," stated Jean-Paul Eekhout from the BDA European Promotions Committee. "Come along to the BDA stand and experience for yourself what is possible with BD. For content owners and interactivity developers it could be the best investment of time you make during your visit to IFA."

The forums will take place at 10, 12, 14 and 16.00hrs on Wednesday 5 September 2007. Attendance is free of charge – there is no need to pre-register for these events.

"BD-J can be your entry into the exciting and lucrative world of gaming and film making. Come along to the BDA stand and experience for yourself what is possible with BD. For content owners and interactivity developers it could be the best investment of time you make during your visit to IFA."

*Jean-Paul Eekhout
European Promotions
Committee*



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
To find out more about any of the topics reported here please email info@blu-ray-news.net

Images included within this newsletter have been minimised for ease of emailing. If you require hi-res versions for reproduction within magazines please contact info@blu-ray-news.net

To receive copies of Blu-ray Disc News free of charge, please email info@blu-ray-news.net stating your wish to subscribe. Likewise, if your colleagues want to receive the newsletter all we need is their email address.
