



Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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European independents turn to Blu-ray Disc



Such has been the impact of PS3 in Europe that Blu-ray Disc players in all categories (including CE players, IT systems and games consoles) now account for over 94 per cent of all High Definition players sold in the territory, so said the Blu-ray Disc Association at its IFA press conference yesterday. According to David Walstra, Vice Chairman of the BDA European Promotions Committee, Sony Computer Entertainment Europe has posted PS3 sales in excess of 1.3 million in the period since its launch this March.

These impressive market stats are having a profound influence on the movie industry, encouraging content creators to release their most precious assets on the BD format. With six out of eight major studios backing Blu-ray Disc, the format's popularity in Hollywood has never been doubted. Now, news from IFA indicates that significant numbers of European independent film distributors are preparing to launch their Blu-ray Disc business platforms this autumn.

At a well attended press conference at the start of IFA in Berlin, senior Blu-ray Disc Association executives briefed journalists on this dynamic and rapidly growing market in Europe. Following on from yesterday's report of German indie, Universum Film, the BDA continued in similar vein by announcing a large number of other independent distributors covering the entire continent, which are turning to Blu-ray Disc.

In the UK, Entertainment in Video, Eagle Rock Entertainment, Tartan Video and 2 Entertain (non-exclusive) have all announced impressive BD release schedules for this autumn.

In Germany, Universum Film is joined by Highlight Film, Kinowelt, Capelight, Senator, Concorde Home Entertainment, Koch Media and Polyband in releasing Blu-ray Disc titles.

STUDIO CANAL



At the press conference, David Walstra reported that in France Studio Canal will release several blockbuster French language titles, including Les Bronzes, which attracted audiences of over 10 million to French cinemas. Also releasing BD titles in France are Gaumont Video, M6, Pathe and Europacorp.

In Italy, Mondo and Medusa have announced their Blu-ray Disc release schedule while in Scandinavia Nordisk Film has announced a number of BD titles.

“The growth of the Blu-ray Disc format in Europe is quite phenomenal – 2007 is proving an extremely successful year and the format is exceeding even the most optimistic market forecasts,” commented David Walstra. “The response of the independent distributors is a clear indication of the attraction of the BD platform to these commercially driven organizations.”

Blu-ray Disc Association adds Acer to its ranks

“With increasing demand and expectation for richer media content, Acer is adding Blu-ray Disc technology into our notebooks and enabling users to experience High Definition content, playback and storage.”

*Campbell Kan
Vice President
Mobile Computing Business Unit
Acer Inc.*

At the specially convened IFA press conference, the Blu-ray Disc Association (BDA) announced that Acer, Inc. will become the newest member of the BDA, joining more than 170 of the world’s leading consumer electronic, computer companies and content providers. Acer, which joins the BDA as a contributing member, is one of the three largest personal-computer brands in the world and the number one notebook brand in Europe.

“We’re delighted to welcome Acer to the Blu-ray Disc Association,” said Victor Matsuda, chairman of BDA’s Global Promotions Committee. “The addition of Acer provides one more sign of the growing momentum behind Blu-ray Disc and more importantly, is a significant advantage for consumers, as it further expands the already broad options available to consumers in the personal computer space.”



According to data compiled by Home Media Research and GFK Research respectively, through the first half of 2007, Blu-ray Disc movie titles have accounted for 66% of the High Definition movie sales in the US and 60% of High Definition movie sales in Europe.

With increasing demand and expectation for richer media content, Acer is adding Blu-ray Disc technology into our notebooks and enabling users to experience High Definition content, playback and storage,” said Campbell Kan, Vice President, Mobile Computing Business Unit, Acer Inc. “Acer is pleased to be joining the Blu-ray Disc Association and to continue empowering our users to benefit from the freshest technologies available.”

“We are very pleased with the reception Blu-ray Disc has received by consumers thus far in 2007,” Matsuda said. “From the onset, offering consumers a wide variety of quality hardware and content has been a focus for Blu-ray. We are extremely pleased to add Acer’s line up to the range of products available to consumers.”

Lionsgate gets down and dirty on Blu-ray Disc

Hold onto your watermelons because *Dirty Dancing* is back! On 22 October 2007, to celebrate the 20th anniversary of this timeless classic, Lionsgate Home Entertainment is releasing a Special Edition of *Dirty Dancing* – for the first time ever in the UK. With a digitally restored picture and a host of rare and never before seen special features, this is *Dirty Dancing* like it's never been seen before.

Arguably the best film in its genre, this DVD is going to be one of the major releases of Q4 and is set to be one of the best selling Special Editions ever released. As well as being available on a 2 disc DVD, *Dirty Dancing* on Blu-ray Disc will provide fans the best chick flick yet to be made available on the new format.

The packed edition contains deleted, alternate and extended scenes, outtakes, interviews, multi angle dance sequences, commentaries and so much more. The deleted scenes in particular are going to cause a stir with consumers, including a scene which sees the two leads doing some really dirty dancing, well worth the RRP on its own!



LIONSGATE™

Lionsgate Home Entertainment is creating an event level campaign with major 'Above The Line' spend including TV, Press, Outdoor and Online, as well as a far reaching online and offline PR campaign. On top of that, a strong set of promotional partners will extend the message and contribute significantly to the media spend. The *Dirty Dancing* brand has got major potential with an array of merchandising partners on board, providing a range of goods covering everything from clothing to PC games, thus ensuring that the *Dirty Dancing* brand extends beyond the traditional retail environments.

Dirty Dancing has been consistently ranked as the top of its genre in a number of consumer polls, having won the accolades of 'the nations favourite movie', 'the #2 must watch film', 'the most repeatedly watched film' by women, and has also been voted as containing the best ever scene in a film (for the scene where Johnny and Baby practice 'The Lift' in the lake.) Its popularity has continued to grow from generation to generation, and its iconic status has been cemented by the fact that the stage show - which will celebrate its first anniversary around the time of the DVD release - is the biggest pre-selling show in London West End history. Video sales further prove the point that this is a much beloved phenomenon - *Dirty Dancing* is the 5th biggest selling video of all time, with 5 million sold to date on combined VHS and DVD sales, and 2.3 million on DVD alone.

China Hualu Group joins Blu-ray Disc Association



China Hualu Group Co., Ltd. (CHLG), the only consumer electronics company belonging to Chinese state-owned Assets Supervision and Administration Commission of State Council, has joined the Blu-ray Disc Association as a contributor member.

CHLG is one of China's leading manufactures of audio and video devices and is one of the largest providers of audio and video content and services in China.

"After careful and intensive evaluation of next generation DVD formats, China Hualu Group decided to join Blu-ray Disc Association since this presents the best opportunity in the market for us," said Chen Run Sheng, Chairman of CHLG. "Hualu Group is committed to actively help improve the Blu-ray Disc format and becoming involved in its promotional activities in the Chinese market."

"I am very pleased China Hualu Group joined Blu-ray Disc Association and hope Hualu group will propose Chinese technologies and standards to Blu-ray Disc Association for further improvement of Blu-ray Disc format and contribute to the development of optical disc related industries in China", said Bai Weimin, Director, Department of Electronics & I.T. Products, Division of Broadcast & Television, Ministry of Information Industry, China.

"Blu-ray Disc Association welcomes CHLG to BDA," said Sumitaka Matsumura, Chairman of China Task Force, Blu-ray Disc Association and Executive Officer, Pioneer Corporation. "CHLG is one of the most influential companies in China. We are confident they will play an important role in promoting and to expanding the Blu-ray Disc format to the world."

"The addition of a leading Chinese company like CHLG is one more indication of the strong and growing support for Blu-ray," said Andy Parsons, chairman of BDA's US Promotions Committee. "We look forward to CHLG's active participation in bringing the benefits of Blu-ray to consumers in China."

Samsung introduces third generation Blu-ray Disc player



Samsung, the manufacturer of the world's first Blu-ray Disc(BD) player has introduced its 3rd generation Blu-ray player, the BD-P1400.

With the BD-P1400, Samsung has created a powerful Blu-ray player that delivers the highest quality images imaginable. With Full HD 1080p, the most inspirational home viewing experience is made available. 1080p/24Hz video out signaling mirrors that of the Blu-ray disc's original content, delivering picture perfect images. The BD-P1400 even up-scales conventional DVD content to 1080p through the single cable HDMI 1.3 interface; noticeably enhancing the picture quality of the DVD movie so that it appears more detailed, more vivid, and more real.

With the BD-P1400, every effort has been made to make the consumers' experience as inspirational as possible. The desire to create a sonic environment which rivals, or surpasses the theater has led to the creation of the most vivid, rich,

and deeply emotional sound environment. Supporting Dolby Digital +, Dolby True HD, and DTS-HD, up to 8 channels of superlative sound are made available. The most powerful surround sound environment will leave a more lasting impact upon the listener, allowing for a truer sense of interactive entertainment.

While the BD-P1400 is at the forefront of Blu-ray technology, it is also fully backwards compatible, meaning that old favorites can be enjoyed time and time again. DVD and CD playback is enhanced to near HD quality; enjoy the past, experience the present, and embrace the future. Share the delight with family and friends; the crisp clarity of sound, the perfect image integrity, the total immersion in a phenomenal home theater experience.

We are here
to help

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