



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

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## Sony bolsters Blu-ray Disc player range in US

*According to the most recent data from NPD Group's Leader Panel of High Definition retailers, total market share for standalone Blu-ray Disc players now exceeds 50 per cent of all High Definition players sold in the USA.*

*Furthermore, Blu-ray Disc has maintained number one market share for the past nine weeks straight, also according to the NPD Group's Leader Panel of High Definition retailers.*

At CEDIA in the US Sony Electronics appeared in very bullish mood. At a specially convened press conference, SEL VP Home Product Division, Chris Fawcett, shared some illuminating US market intelligence. According to the most recent data from NPD Group's Leader Panel of High Definition retailers, total market share for standalone Blu-ray Disc players now exceeds 50 per cent of all High Definition players sold in the USA.

Furthermore, Blu-ray Disc has maintained number one market share for the past nine weeks straight, also according to the NPD Group's Leader Panel of High Definition retailers.

On the back of these strong trading figures, Sony introduced two additional Blu-ray Disc (BD) players at the press event offering a full range of features.

Optimized for the home theater enthusiast, the new BDP-S2000ES model is the first Blu-ray Disc player in Sony's "Elevated Standard" (ES) line. This model, as well as the new BDP-S500, which complements Sony's current BDP-S300 BD player, features full high-definition 1080/60p and 24p True Cinema output. They support 7.1 channel linear PCM and Dolby TrueHD, Dolby Digital Plus, as well as dts-HD High Resolution Audio bitstream output via HDMI (ver1.3).



**Sony BDP-S2000ES**

"Consumer support of Sony's Blu-ray Disc products has been outstanding and the new models are targeted to satisfy the demand of those who crave an even greater level of entertainment and performance," said Chris Fawcett, vice president of marketing for Sony

Electronics' Home Product Division. "From the enthusiast level of our ES line down to the entry-level models, our commitment to the finest quality video and sound delivered by the BD format has never been stronger."

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*Chris Fawcett  
Vice president of marketing  
Sony Electronics' Home Product Division*

The BDP-S2000ES model features dual shield construction, which prevents dust from collecting on the BD drive, and a rigid drive bracket to minimize vibration. The player also sports a rigid beam chassis that reduces internal vibration, improving playback.

The BDP-S2000ES and BDP-S500 units both offer 7.1 channel Dolby TrueHD, Dolby Digital Plus, and DTS-HD High Resolution Audio bitstream output, which is optional specification of HDMI ver1.3. The new BD players also feature Dolby TrueHD, along with the Dolby Digital Plus and DTS-HD High Resolution Audio decoding function via HDMI, to offer a better sound experience with existing receivers.

The Blu-ray Disc players feature 1080/60p and 24p True Cinema output. They are compatible with most standard DVDs and feature 1080p upscaling through HDMI to capable HDTV sets, improving the picture performance of existing DVD libraries.

The units offer optical and coaxial digital audio outputs, along with 5.1 channel decoding capability for backward compatibility with existing A/V receivers. The new BDP-S2000ES and BDP-S500 players will be available in the USA this fall for about \$1,300 and \$700, respectively.

## Daewoo launches first Blu-ray Disc player

Daewoo has given the Blu-ray Disc format the thumbs up by showcasing its first BD player, the slim, blue-hued DBP-1000.

The player supports the full BD specification, including the ability to access BD Live online content, to present picture-in-picture material and deliver BD's interactivity features - missing on many early BD players because the specification had yet to be completed.



Daewoo said its player can pump out pictures at up to 1080p via its HDMI port. It will upscale DVD and JPEG photos to full HD resolution, and supports DivX content too. The DBP-1000 can handle all the major recordable and rewriteable DVD and CD formats, along with BD-R and BD-RE discs.

**DAEWOO**  
ELECTRONICS 

At this time, Daewoo has not confirmed shipment dates for this player.

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## Java-powered Blu-ray Disc Developer Forums

One of the most dynamic areas of Blu-ray Disc's evolution as a next generation High Definition replacement for DVD comes in the form of its sophisticated interactivity, which is the most advanced option currently available on the market.

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

At these events, Bill Foote, Sun Microsystem's Blu-ray Disc interactive authoring architect presented 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.

*"There's definitely an interest in finding resources to help get started with BD-J development."*

*Bill Foote  
Blu-ray Disc interactive  
authoring architect  
Sun Microsystems*

A large number of companies and individuals responded to the invitation at IFA to discuss Blu-ray Java and authoring in Europe. There were interested parties from Italy, the Czech Republic, Denmark, Austria and two companies in Germany.



"There's definitely an interest in finding resources to help get started with BD-J development," remarked Bill Foote. "Content development could be facilitated by the availability of development players that give debugging output, by greater availability of timely specification information, by an improvement in the interoperability of player implementations, and by informational presentations and outreach."

On this final point, a proposal for a BD-Java development seminar may be a future possibility; one set of attendees estimated that such an event could draw 50 to 100 potential developers, including from the UK and France.

Some of the attendees were actively engaged in BD-J development, and others were "testing the waters," trying to determine when the maturity of the development ecosystem would warrant significant investment in time and resources for small content developers in the European market.

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## Infodisc - Europe's first independent Blu- ray disc manufacturer

Another key milestone has been achieved within the Blu-ray Disc's strategic roadmap with the announcement of the first independent disc manufacturer coming on stream. This means that the broadest diversity of content distributors – from Hollywood studios through to niche market suppliers- have free access to disc manufacturing services.

After receiving delivery of the first Indigo BD-ROM manufacturing line in Western Europe on 6 August, German optical disc manufacturer Infodisc has confirmed that the installation is completed and the BD production line is up and running up to specification. Infodisc now offers its services as the first independent European Blu-ray Disc manufacturer, which is not contractually tied to a particular Hollywood movie studio.

As a pioneer in the Blu-ray production technology, Infodisc will not only share its experience with other replicators but offers their service and support to the Industry. Infodisc will also serve as a showcase for the Oerlikon Indigo Blu-ray line.

“We’ve evaluated the available Blu-ray production equipment and were primarily impressed by Oerlikon.” says Michael Gutowski, 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.



Oerlikon is launching the Bluray 50GB dual layer upgrade in October, using Sony’s wet embossing process. This is the professional package we need for our own market success.”

Oerlikon has the widest installed base of Blu-ray Disc 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. The collected field experience and the established service network allow Oerlikon to safe guard now also mid and small size optical disc manufacturer into the Blu-ray Disc Generation.

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