



# Blu-ray Disc News

News and Views from the Blu-ray Disc Association

08 January 2008

CES Special – Day 2

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## Blu-ray Disc Association seeks end to format war

*“The news from Warner makes it much more clear to consumers as to which format will prevail. Within the BDA, we have around 70 per cent of the home video market represented by those companies which back Blu-ray Disc exclusively.”*

*Andy Parsons  
Chairman  
BDA US Promotions  
Committee*

In the wake of Warner Bros. announcement to exclusively support Blu-ray Disc for its distribution of High Definition movies, there has been a palpable feeling of relief amongst the crowds attending CES in Las Vegas. This relief is down to a feeling that the supposed format war between Blu-ray Disc and rival HD DVD is close to coming to a conclusion.

Direct from the booth at CES, Andy Parsons, Chairman of the Blu-ray Disc Association US Promotions Committee explained why this week's events could represent a very important tipping point in the High Definition home entertainment market.

“The news from Warner makes it much more clear to consumers as to which format will prevail,” explained Parsons. “Within the BDA, we have around 70 per cent of the home video market represented by those companies which back Blu-ray Disc exclusively.

“Nobody likes format wars. If it's over – and the BDA is not saying that the format war is over – but if it is, then it will be a lot easier for everybody from consumers through to the entire industry.

“Format wars can be costly and time-consuming. Most importantly they are distracting for consumers: they create confusion and discourage people from investing in new technology. If we can resolve it soon it will be good for everybody,” Andy Parsons observed.



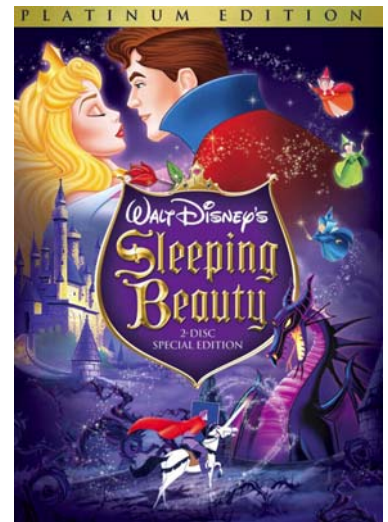
**Andy Parsons (left) and Bob Chapek on the BDA booth at CES**

When you look at the High Definition disc space as it currently stands, it fairly closely resembles DVD at the same stage. It took three years for DVD to become mass market and the view was expressed on the BDA booth that a new market dynamic where Blu-ray Disc does not have to compete with a rival format could help progress the entire market.

“If we can get the format war behind us then we have every expectation that Blu-ray Disc will kick off with the same kind of trajectory that DVD in the late 1990s. There is a good reason why so many companies have supported Blu-ray Disc technology since day one – it was the technology which attracted so many companies,” affirmed Andy Parsons.

“We started with a clean sheet design – we didn’t take an old technology and stretch it into something it was never intended to be. Blu-ray Disc was designed to be the very best HD disc format. Some of the new features, which are just coming on stream are a very good illustration of the advantages of our BD design philosophy,” concluded Parsons.

Bob Chapek, President Worldwide, Walt Disney Studios Home Entertainment echoes many of Andy Parson’s sentiments regarding Blu-ray Disc’s format design strengths. “At Disney, we’ve been confident that we made the right decision in exclusively supporting Blu-ray Disc from the beginning,” commented Bob Chapek. “With a combination of Blu-ray technology, PLAYSTATION 3, all the hardware partners and all the software partners there really is no way that you can go wrong with BD. Now consumers won’t have any doubt in their minds as to what the successor to DVD will be. It’s Blu-ray Disc and Disney content on Blu-ray will be a great partner for it.”



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President Worldwide  
Walt Disney Studios Home  
Entertainment*

Asked about Disney’s Blu-ray Disc plans for 2008, Bob Chapek enthused about the sophisticated nature of the new BD releases coming from his studio. “This year you will see Disney releasing more and more titles that fully utilize this tremendous technology,” he explained. “This will be the year when we start to fully exploit the promise that Blu-ray offers. Timeless classics such as Sleeping Beauty with BD-J and BD Live will create the kind of entertainment experience that people expect from a Disney Platinum release.

“With Blu-ray Disc we have the ability to take the older animated classics and put them onto the market in ways that have never been seen before. That’s entertainment,” Bob Chapek concluded.

## Philips expands High Definition home entertainment with new Blu-ray Disc player

*"Blu-ray Disc has rapidly become the format of choice for High Definition movies, music, games and more. With a greater breadth of available hardware, more support from the Hollywood studios and more capacity for growth in the future, consumers are clearly weighing-in in favor of Blu."*

*Andy Mintz  
Senior vice president  
Marketing management  
AM/VM  
Philips Consumer Lifestyle  
North America.*

At CES 2008, Philips is making the best even better as it showcases its latest Blu-ray Disc (BD) player - the BDP7200. Building on the successful BDP9000, the BDP7200 is Philips' first BonusView compliant BD player, optimizing the complete HD experience and allowing viewers to enjoy the latest movie applications and features. This new BD player boasts a stylish design with unbeatable sound and picture quality that takes Blu-ray Disc interactivity to a new dimension.

Philips' BDP7200 touts stunning Full HD 1080p images - the pinnacle of today's high-def visuals. Rich surround sound is heightened with multi-channel audio decoding and digital audio optical outputs. Older DVD libraries will look better than ever as the BD player upscales them to 1080p - a major attraction to consumers who, as they migrate to HDTV sets, find that standard DVDs do not offer the HD content they expect.



Enriching the picture further, Deep Color creates vivid images with more than a billion colors and eliminates on-screen color banding. The BDP7200 also supports 1080p at native 24 frames per second (fps) cinematic resolution input via HDMI, which is the same format used in movies.

"Blu-ray Disc has rapidly become the format of choice for High Definition movies, music, games and more," said Andy Mintz, senior vice president, marketing management AM/VM, Philips Consumer Lifestyle North America. "With a greater breadth of available hardware, more support from the Hollywood studios and more capacity for growth in the future, consumers are clearly weighing-in in favor of Blu. Our BDP7200 joins Philips' growing family of Blu-ray Disc products, delivering the best possible Full HD picture quality, full surround sound capabilities and more."

The BDP7200 supports technology known as BD-J, which makes even more sophisticated interactive features possible. It boasts Picture in Picture (PiP), graphical enhancements and multi-languages for on-screen display. Multi-layered displays enable users to interact with on-disc content - such as pop-up menus, graphics, director's commentary and bonus material - even as the main movie is playing.

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## Fox calls for focus on Blu-ray Disc

Speaking at CES, Danny Kaye, Executive Vice President, Global Research & Technology Strategy at Twentieth Century Fox Home Entertainment joined the

voices of satisfaction at recent developments in the HD home entertainment market but called for greater emphasis and focus on the development of new interactive Blu-ray Disc features as the format moves forwards.

“Currently, there is a great many people on the sidelines waiting before they buy a High Definition player and software,” commented Danny Kaye. “Any information that consumers can source that reduces confusion can only help, so I welcome the news from Warner.



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Executive Vice President  
Global Research &  
Technology Strategy  
Twentieth Century Fox*

“Moving forward, we must not lose our focus on developing features in the Blu-ray Disc format,” continued Kaye. “Fox has been aggressive in developing new Blu-ray Disc features. The more studios that are focused on this area, and the more consistency we can achieve in their application, then the better it will be for consumers and for the industry altogether.”

At CES, Twentieth Century Fox has announced that it will ship six movie catalogue favourites in the Blu-ray Disc format during the first quarter of 2008.

The titles include the Blu-ray Disc debut of *Ice Age*, *Independence Day*, *I, Robot*, *Man On Fire*, *Wall Street*, and *Me, Myself and Irene*.

Highlights among the titles include a Blu-ray Disc exclusive trivia track and BD-J-enabled video game called Alien Scavenger Hunt with the *Independence Day* release, which is slated for March 11. The game challenges players to correctly identify items in select scenes to unlock additional bonus features.

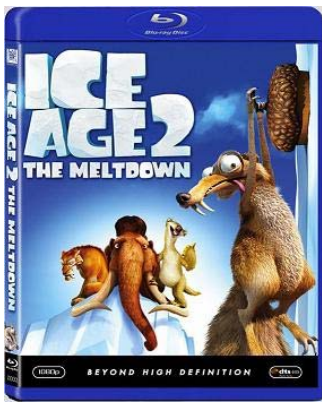
*Ice Age*, which is slated for a March 4 release, will be authored in MPEG2 compression and presented on a 25GB disc with English 5.1 DTS HD Lossless Master Audio and French and Spanish 5.1 Dolby Digital Sound. Bonus features include: a commentary by director Chris Wedge and co-director Carlos Saldanha; deleted scenes with commentary by Wedge and Saldanha; a theatrical teaser and trailer.

*I, Robot*, which will street on March 11, will feature direct access to in-movie features through one of the four coloured buttons on the BD remote that allows viewers to quickly access the enormous amount of bonus materials on the disc including commentaries, production diaries, extended and deleted scenes, trivia and more.

*Man On Fire*, which is due Jan. 8, is authored in BD-J using MPEG2 compression and presented on a 50GB dual layer disc with English 5.1 DTS HD Lossless Master Audio and French and Spanish 5.1 Dolby Digital Sound.

*Wall Street*, will street Feb. 5, authored in MPEG2 compression and presented on a 50GB dual layer disc with English 5.1 DTS HD Lossless Master Audio and





English, French and Spanish subtitles. Bonus features include: a commentary and intro by Oliver Stone; a Greed Is Good featurette; deleted scenes with commentary by Stone; and Money Never Sleeps – the making of Wall Street.

*Me, Myself and Irene*, will also stream on Feb. 5, authored in MPEG2 compression and presented on a 25GB disc with English 5.1 DTS HD Lossless Master Audio and French 5.1 Dolby Digital Sound. Bonus features include deleted scenes with optional commentary by Bobby Farrelly and Peter Farrelly and theatrical trailers.

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## Sony launches sub \$200 Blu-ray Disc drive

*“The BD-ROM drive’s sub-\$200 price tag offers consumers a very viable option to discover and enjoy the nearly 500 High Definition Blu-ray Disc movies released to date.”*

*Bob DeMoulin  
Marketing Manager  
Branded Storage Products  
IT Products Division  
Sony Electronics*

At CES, Sony Electronics announced an internal BD-ROM drive that can upgrade an existing desktop computer into a High Definition Blu-ray Disc player, as well as a DVD and a CD player.

The new BDU-X10S BD-ROM drive comes with CyberLink’s PowerDVD BD Edition software for playback of commercial movie titles, recorded Blu-ray Disc home videos, DVD-ROMs and CD-R.

“The BD-ROM drive’s sub-\$200 price tag offers consumers a very viable option to discover and enjoy the nearly 500 High Definition Blu-ray Disc movies released to date,” said Bob DeMoulin, marketing manager for branded storage products in Sony Electronics’ IT Products Division.



**Sony BDU-X10S**

“PC-based DVD-ROM drives helped accelerate mass DVD adoption, primarily because they were the least costly way to experience the technology,” said Wolfgang Schlichting, research director, removable storage at IDC. “Similarly, we expect sub-\$200 PC-based BD-ROM drives to be a driver for cost-conscious consumers to experience Blu-ray Disc High Definition video technology.”

The BDU-X10S drive features a Serial ATA (SATA) interface and standard 5.25-inch form-factor for easy installation inside contemporary desktop PCs running the Microsoft Windows Vista or Windows XP operating system.

The included CyberLink PowerDVD BD Edition software also supports playback of recorded Blu-ray Discs in MPEG-2 or H.264 format, standard DVD-Video discs or recorded DVDs encoded with MPEG-2 or AVCHD formats.

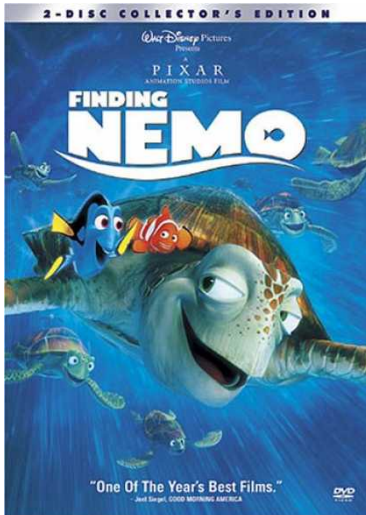
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## Disney rolls into 2008 with slate of new Blu-ray Disc releases

Walt Disney Studios Home Entertainment (WDSHE) has announced an exciting new line-up of Blu-ray Disc initiatives in 2008, an ever-expanding Blu-ray Disc slate and new technological advancements in bonus feature materials, all which guarantee a superior High Definition home entertainment experience.

"This is an exciting time for Disney as we not only announce the release of our first Platinum Disney animated classic on Blu-ray with *Sleeping Beauty*, but also allow consumers to create an entirely new home entertainment experience with stunning new bonus features and amazing interactive capabilities like never before seen," stated Bob Chapek, President of Walt Disney Studios Home Entertainment.

For the first time ever, WDSHE will begin releasing its treasured animated classics on Platinum Edition Blu-ray Disc launching with *Sleeping Beauty* in the fall of 2008. Taking advantage of the numerous technological advancements of the Blu-ray Disc format, these all time favourites have been revitalized to include exceptional High Definition picture and sound quality and compelling interactive content such as virtual games, full motion picture-in-picture and online shopping capabilities via BD-Live broadband connection.



*Sleeping Beauty* will be WDSHE's first Platinum Edition Blu-ray Disc and will feature a Virtual Castle, utilizing the new BD-Live technology, as well as the interactive game Maleficent's Challenge which puts viewers face-to-face with one of Disney's greatest villains. The *Sleeping Beauty* Blu-ray Disc will also feature an all-new enhanced home theater mix in 7.1 surround sound.

Disney/Pixar's *Finding Nemo* Blu-ray Disc will debut the first Cine-Explore featuring full motion picture-in-picture (BonusView). This interactive visual commentary with director Andrew Stanton, co-writer Bob Peterson and co-director Lee Unkrich allows the viewer to dive deeper into the making of *Finding Nemo* without ever leaving the film.

For kids and families, there is the all-new BD-J enabled learning mode "Mr. Ray's Ed-venture." Hosted by Dory, Marlin and of course Mr. Ray, viewers will learn all about sea life and have the opportunity to earn stickers for their virtual sticker book by answering "quizlettes" while watching the movie. Viewers can also go to their sticker book at any time and create their own scene. *Finding Nemo* will also feature an all-new enhanced home theater mix in 7.1 surround sound.

As part of its continued worldwide Blu-ray release strategy, WDSHE will be announcing the addition of many exciting movie titles to their 2008 Blu-ray line-up in North America, Europe and Asia.

In North America, WDSHE will be releasing new theatrical titles to Blu-ray Disc day-and-date with DVD including *The Game Plan* (Walt Disney Pictures) on January 22; *Gone Baby Gone* and *Becoming Jane* (both Miramax) on February 12; and *Dan In Real Life* (Touchstone Pictures) on March 11.

WDSHE will expand its catalogue titles on Blu-ray Disc with the releases of *The Rock* (Hollywood Pictures) and *Con Air* (Touchstone Pictures) on January 8; *Crimson Tide* (Hollywood Pictures) on February 5; *The Rookie* (Walt Disney Pictures) on March 4; *Hidalgo* (Touchstone Pictures), *Coyote Ugly: The Double Shot Edition* (Touchstone Pictures), *Unbreakable* (Touchstone Pictures), *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* (Walt Disney



Pictures) and *National Treasure: Collector's Edition* (Walt Disney Pictures) in spring 2008.

In Europe/Australia, WDSHE will roll out Blu-ray Discs in 2008 beginning with *The Recruit* (Touchstone Pictures) in January; and *Dark Water* (Touchstone Pictures) in February; *Underdog* (Walt Disney Pictures) and *Starsky & Hutch* (Buena Vista) in February; *Coyote Ugly* (Touchstone Pictures) and *The Rookie* (Walt Disney Pictures) in March; *Hidalgo* (Touchstone Pictures) and *Gone Baby Gone* (Miramax) in April; *Signs* (Touchstone Pictures), *There Will Be Blood* (Miramax), *Shall We Dance* (Miramax), *Ladder 49* (Touchstone Pictures), *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* (Walt Disney Pictures) and *National Treasure: Collector's Edition* (Walt Disney Pictures) in May; and *The Game Plan* (Walt Disney Pictures) and *Unbreakable* (Touchstone Pictures) in summer 2008.

Japan will see WDSHE release Blu-ray Disc titles starting with *Hollywoodland* (Miramax) in February; *The Rookie* (Walt Disney Pictures), *Hidalgo* (Touchstone Pictures), *Meet The Robinsons* (Walt Disney Pictures), and *Starsky & Hutch* (Buena Vista) in April; *The Chronicles of Narnia: The Lion, The Witch and The Wardrobe* (Walt Disney Pictures), *Coyote Ugly* (Touchstone Pictures) and *National Treasure: Collector's Edition* (Walt Disney Pictures) in May; and *Unbreakable* (Touchstone Pictures) and *Signs* (Touchstone Pictures) in summer 2008.

Following overwhelming consumer response WDSHE is also announcing the extension of Disney's Magical Blu-ray Tour, sponsored by Panasonic, to eight additional North American cities. The first stop will be to Toronto, Canada the weekend of January 25th and continue on to Nashville, Denver, Dallas, Raleigh-Durham, Hartford and conclude with Chicago at Unity 2008 in July. The results of the 2007 tour not only reaffirmed consumers' continued desires for High Definition picture without compromise but reaffirmed the need to be educated on how to achieve the ultimate High Definition home entertainment experience beyond just owning an HDTV.

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Walt Disney Studios Home  
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We are here  
to help

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