

Blu-ray Disc Association Provides Updates on 3D Technology

LOS ANGELES -- The Blu-ray Disc Association (BDA) today announced its plans for incorporating 3D into the widely successful Blu-ray Disc format. The rapid and enthusiastic consumer adoption of Blu-ray Disc, coupled with the format's technical capabilities and capacity make it the ideal format for bringing a vibrant 3D experience to consumers.

"The BDA intends to take full advantage of the format's high bandwidth and capacity to achieve the very highest possible quality 3D experience," said Victor Matsuda, Blu-ray Disc Association Global Promotions Committee Chair. "Just as Blu-ray Disc has paved the way for next generation, high definition home entertainment, it will also set the standard for 3D home viewing in the future."

The BDA, comprised of major motion picture studio, IT and consumer electronics companies, is working on a uniform specification to ensure consistent delivery of 3D content across the Blu-ray Disc Platform. The Association is examining a number of criteria and at a minimum, the specification will require delivery of 1080p resolution to each eye and backward compatibility for both discs and players, meaning that 3D discs will also include a 2D version of the film that can be viewed on existing 2D players and 3D players will enable consumers to playback their existing libraries of 2D content.

"Consumer adoption of Blu-ray Disc continues to grow at a very steady pace," said Bob Chapek, President, Walt Disney Studios Home Entertainment. "The 3D theatrical market has been very successful this year. We are just now seeing all of the true capabilities of 3D and with Blu-ray Disc's superior technical characteristics, as well as the broad industry support of the format, it makes it the ideal packaged media platform for 3D home entertainment."

The current BDA efforts provide individual companies with the technical information and guidelines necessary to develop and announce products pursuant to their own internal planning cycles and timetables.

About Blu-ray Disc

Blu-ray Disc is the next-generation optical disc format for high definition audio-video and high-capacity data software applications. A single-layer Blu-ray Disc holds up to 25 gigabytes of data and a double-layer Blu-ray Disc holds up to 50 gigabytes of data.

About the Blu-ray Disc Association

The Blu-ray Disc Association (BDA) is responsible for promoting and developing business opportunities for Blu-ray Disc - the next-generation optical disc format for storing high-definition movies, games, photos and other digital content. The BDA has more than 180 members. Its leading members are Apple Inc., Dell Inc., Hewlett-Packard Company, Hitachi, Ltd., Intel Corporation, LG Electronics Inc., Mitsubishi Electric Corporation, Panasonic Corp., Pioneer Corporation, Royal Philips Electronics, Samsung Electronics Co., Ltd., Sharp Corporation, Sony Corporation, Sun Microsystems, Inc., TDK Corporation, Thomson, Twentieth Century Fox, Walt Disney Pictures and Television, and Warner Bros. Entertainment.