

# BLU-RAY DISC™

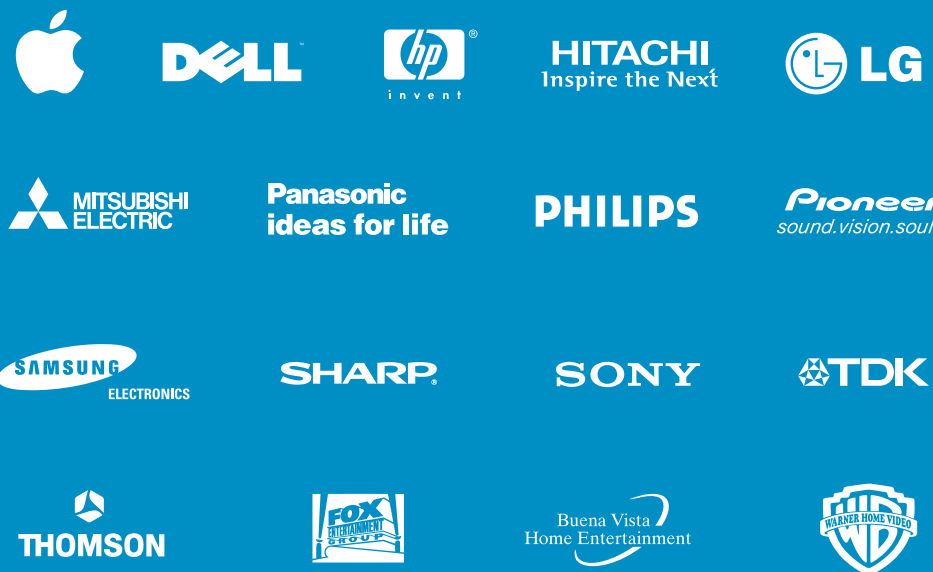
## BEYOND HIGH DEFINITION

IF YOU'RE LIKE MILLIONS OF HIGH DEFINITION TV OWNERS, YOU KNOW THE FEELING. YOU CAN'T WAIT TO GET YOUR HANDS ON HIGH DEFINITION MOVIES. YOU WANT THE BEST CLARITY, ALL THE COLOR, AND ALL THE SOUND.

## NOW YOUR WAIT IS **OVER.**

BLU-RAY DISC™ (BD) DELIVERS EVERYTHING YOU'VE BEEN WANTING -- AND MORE. THE **BEST HIGH DEFINITION PICTURE** YOU'VE EVER SEEN. PLUS THE **BEST UNCOMPRESSED SOUND** YOU'VE EVER HEARD. **RICH INTERACTIVE FEATURES, COMPELLING ONLINE CONTENT, AND POWERFUL RECORDING CAPABILITIES.** IN FACT, WITH BLU-RAY DISC,™ HIGH DEFINITION IS JUST THE BEGINNING.

**MORE THAN 170 LEADING COMPANIES** HAVE JOINED THE BLU-RAY DISC ASSOCIATION, INCLUDING THE FOLLOWING BOARD OF DIRECTORS:



**BEYOND** HIGH DEFINITION



[WWW.BLU-RAYDISC.COM](http://WWW.BLU-RAYDISC.COM)





## CAPACITY WITHOUT COMPROMISE

Everything that DVD can do, Blu-ray Disc™ does and more. Blue laser technology enables up to 50 GB of storage – five times the capacity of DVD. That's room for nine hours of HD. Or 23 hours of SD. Or tens of thousands of songs. Unbelievable data storage.



## VERSATILITY BEYOND THE ORDINARY

From movies to music to games to PC software and file backup, Blu-ray Disc™ is your solution! The system embraces pre-recorded titles (BD-ROM), discs that you can record yourself (BD-R) and discs you can re-record over and over again (BD-RE). So we can anticipate not only BD players for your living room, but also BD recorders, BD-based game consoles, BD drives for your personal computer and even BD camcorders using compact 8 cm (3") discs!



## THE COMPATIBILITY YOU SEEK\*

And what about your existing library of DVDs and CDs? The Blu-ray Disc™ system uses the same 12 cm and 8 cm disc sizes to support backward-compatibility with your CDs and DVDs and other optical disc formats.



## THE AWARD FOR "BEST PICTURE"

In the digital world, picture quality depends on bit rates. For example, DVDs can deliver 10 Mbps. HDTV broadcasts can reach 19 Mbps. But Blu-ray Disc™ outshines them all with up to 48 Mbps! Quite simply, BD is the best home video source. Ever.

up to  
**5X CAPACITY**  
OF DVD

**MOVIES, MUSIC,  
GAMING & PC**  
BLU-RAY DISC™ IS YOUR SOLUTION!

**BACKWARDS  
COMPATIBLE**  
WITH YOUR CDS AND DVDS\*

up to nearly  
**5X BIT-RATE**  
OF DVD

up to  
**7.1 CHANNELS**  
OF SURROUND SOUND

up to  
**32 STREAMS**  
OF AUDIO

**INTERACTIVE**  
FEATURES

**MANAGED COPIES**  
ACROSS HOME NETWORKS\*



## THE SWEETEST SURROUND SOUND

With up to 7.1 channels of surround sound and options for up to 32 streams of audio, BD is an amazing experience for your ears. Blu-ray Disc™ can deliver concert videos and music videos from major artists and major labels.



## REAL TIME INTERACTIVITY

With a BD player equipped with an Internet connection, you've got the best of both live and packaged content. Imagine enhancing your movie with updates and interactive features. Imagine live events built around your Blu-ray Disc™ content.



## THE FLEXIBILITY TO COPY AND ENJOY\*

BD incorporates stringent licensing controls, powerful encryption and other content protection. But once you buy a Blu-ray Disc™, you will also have the opportunity to copy its contents to compatible devices throughout your home. You can even make managed copies across a home network to enjoy music and movies on your PC.



## WORLD'S LEADING COMPANIES AGREE

Blu-ray Disc™ enjoys the enthusiastic support of major companies in electronics, computers, videogames, recording media, music and movies. Seven of Hollywood's leading studios are among the 170+ companies that support BD. So when you buy a Blu-ray Disc™, you'll be in good company.

\*PRODUCT DEPENDENT FEATURE