



Welcome at the
CeBit Press Conference



Agenda

- General Overview BDA

- Frank Simonis

Philips

- VIAO presentation

- Tasuku Yazaki

Sony Corp.

- Roadmap for BD writer

- Philippe Coppens

Pioneer

- Q & A



Frank Simonis

**Strategic Marketing Director
Philips Optical Storage**



General Overview BDA

1. Status of the various books
2. Format update
3. Industry support
4. European market perspective.



1. BD Format Books

	BD-RE ver1.0 (Rewritable)	BD-RE ver2.0 (Rewritable)	BD-R ver1.0 (Write once)	BD-ROM ver1.0 (Prerecorded)
Application Format	BD-RE (Part-3)	BD-RE/R (Part-3)		BD-ROM (Part-3)
File System Format	BD-RE (Part-2)	BD-RE (Part-2)	BD-R (Part-2)	BD-ROM (Part-2)
Physical Format	BD-RE (Part-1)	BD-RE (Part-1)	BD-R (Part-1)	BD-ROM (Part-1)

• UDF
• Bare Disc
• X2 speed

All available now



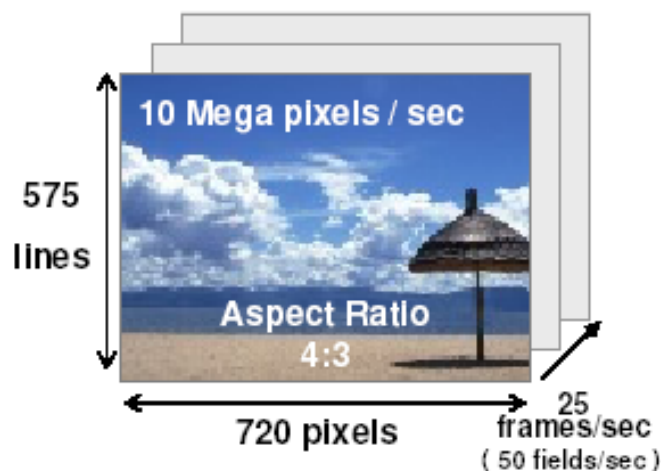
2. Format Update

1. The highest definition picture
2. Best sound you have ever heard
3. Richest interactive features
4. Most powerful recording capabilities



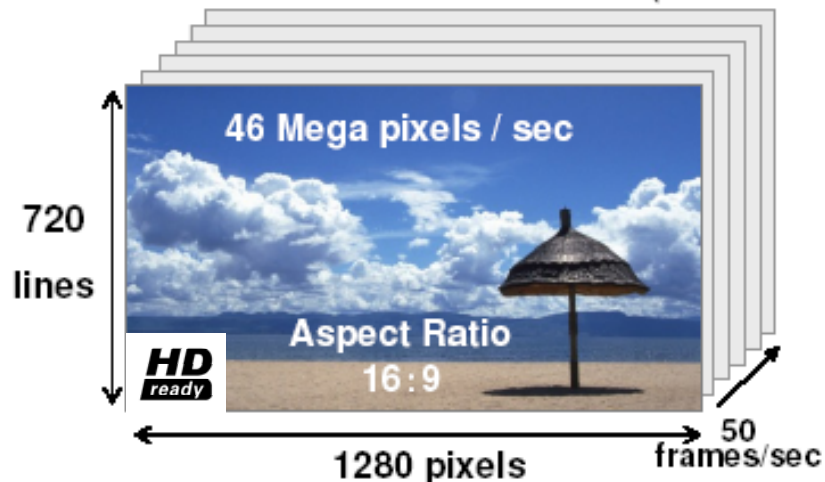
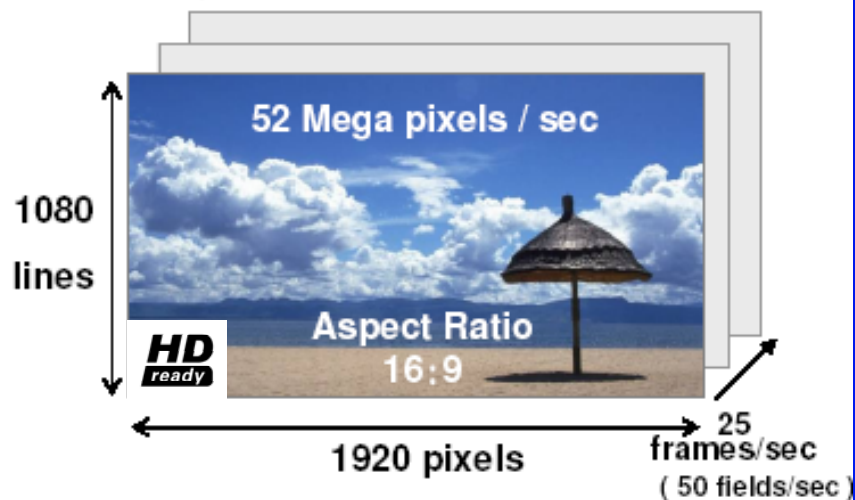
The Highest Definition Picture

Standard Definition (PAL TV / DVD)



50% of all Flat TV will be HD Ready in 2006

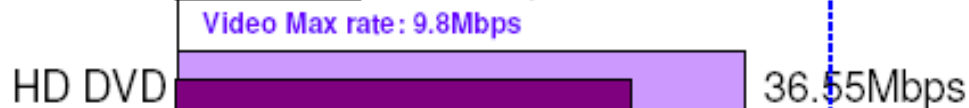
High Definition (HDTV / BD)





Highest Picture Quality

Maximum video bit rate up to 40 Mbps



MPEG, MPEG4 AVC/H.266, VC1
for High Definition



Native support for 1080p



Best sound you ever heard

Max Audio
Stream

32 Streams

Lossy

Theater quality"uncompressed "audio

Max Channel

8 (8)

5.1

7.1

8 (8)

5.1

8 (8)

Supports 7.1 Surround Sound

(2+)

DTS-HD and Dolby "loss-less"available



True Advantage of BD

Example of Movie



Spiderman 2
127 minutes Movie

BD 25GB

BD can use up to 40Mbps for video at critical picture point.

HD DVD 15GB

Video

MPEG2
20Mbps

AVC
12 Mbps

Audio

LPCM 5.1ch
x 2
Dolby Digital
X 2

AVC
12 Mbps

AVC
10 Mbps

Bonus

LPCM 5.1ch
x 1
Dolby Digital
X 1

AVC 12 Mbps
Dolby Digital
30 minutes

Dolby Digital
X 2

AVC
7 Mbps
30 minutes

LPCM 5.1ch
x 1
Dolby Digital
X 1



True Advantage of BD

Example of Movie



TITANIC
194 minutes Movie

BD 50GB

HD DVD 30GB

Video

**AVC
20Mbps**

**AVC
12 Mbps**

Audio

**LPCM 5.1ch
x 2
Dolby Digital
X 2**

**LPCM 5.1ch
X 1
Dolby Digital
X 1**

Bonus

**AVC 12 Mbps
Dolby Digital 5.1
40 minutes**

**AVC 12 Mbps
Dolby Digital 5.1
40 minutes**



Richest Interactive Features

Some examples of Interactive Features

1. Convenient navigation
2. BD Java applications
3. Content service functions



Convenient Navigation

Pop-up menu's without interference of the movie



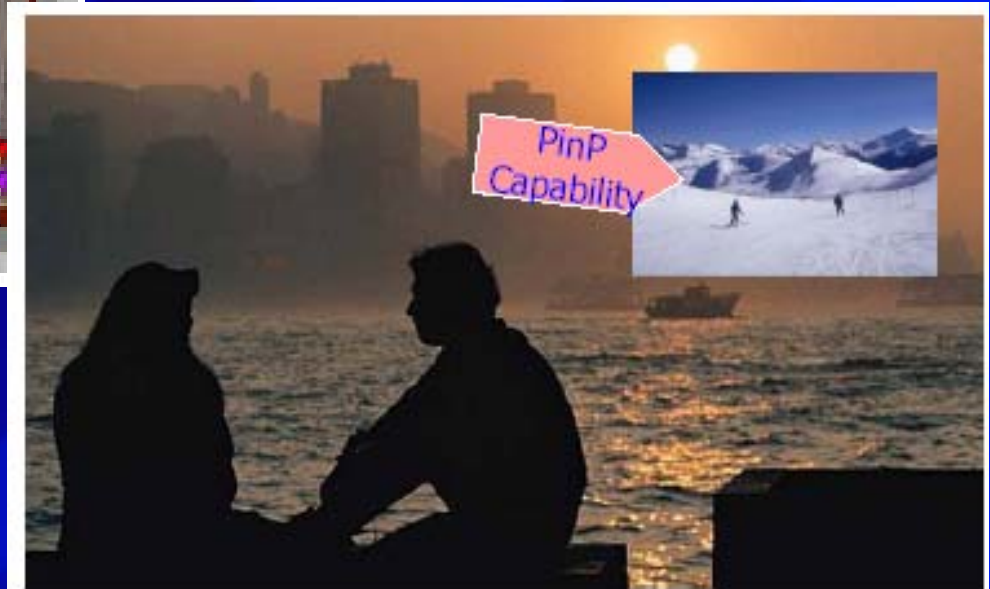


BD Java Applications



BD-Java games

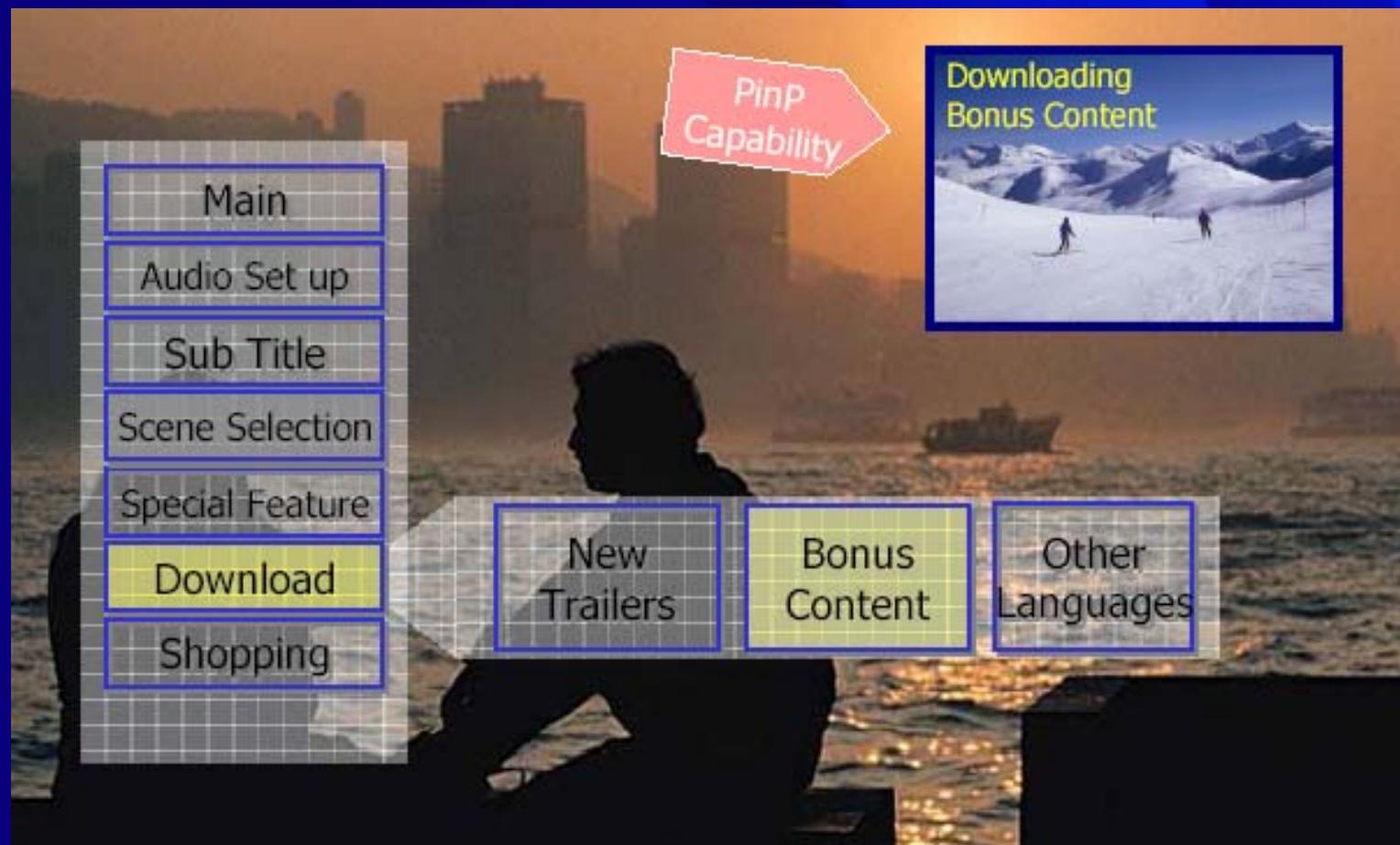
Scalable PiP





Content Service Functions

Download special content, only for disc owners, or go shopping





3. Industry Support

- CeBit 2005
 - 15 Board members plus Apple announcement
 - Total 110 members-contributors
- IFA 2005
 - 16 Board members
 - Total 140 members-contributors
- CeBit 2006
 - 17 Board of Directors, Warner Bros since October 2005
 - Total 175 members-contributors.



Blu-ray product announcements since CES 2006

Player/Recorder

- LGE, Panasonic, Pioneer, Philips, Sony Samsung

PC Drives / Applications

- Panasonic, Pioneer, Philips, Sony, InterVideo, Nero, New Technology, Sonic, NVidia

Media

- MKM, Philips, Ricoh, Sony, TDK

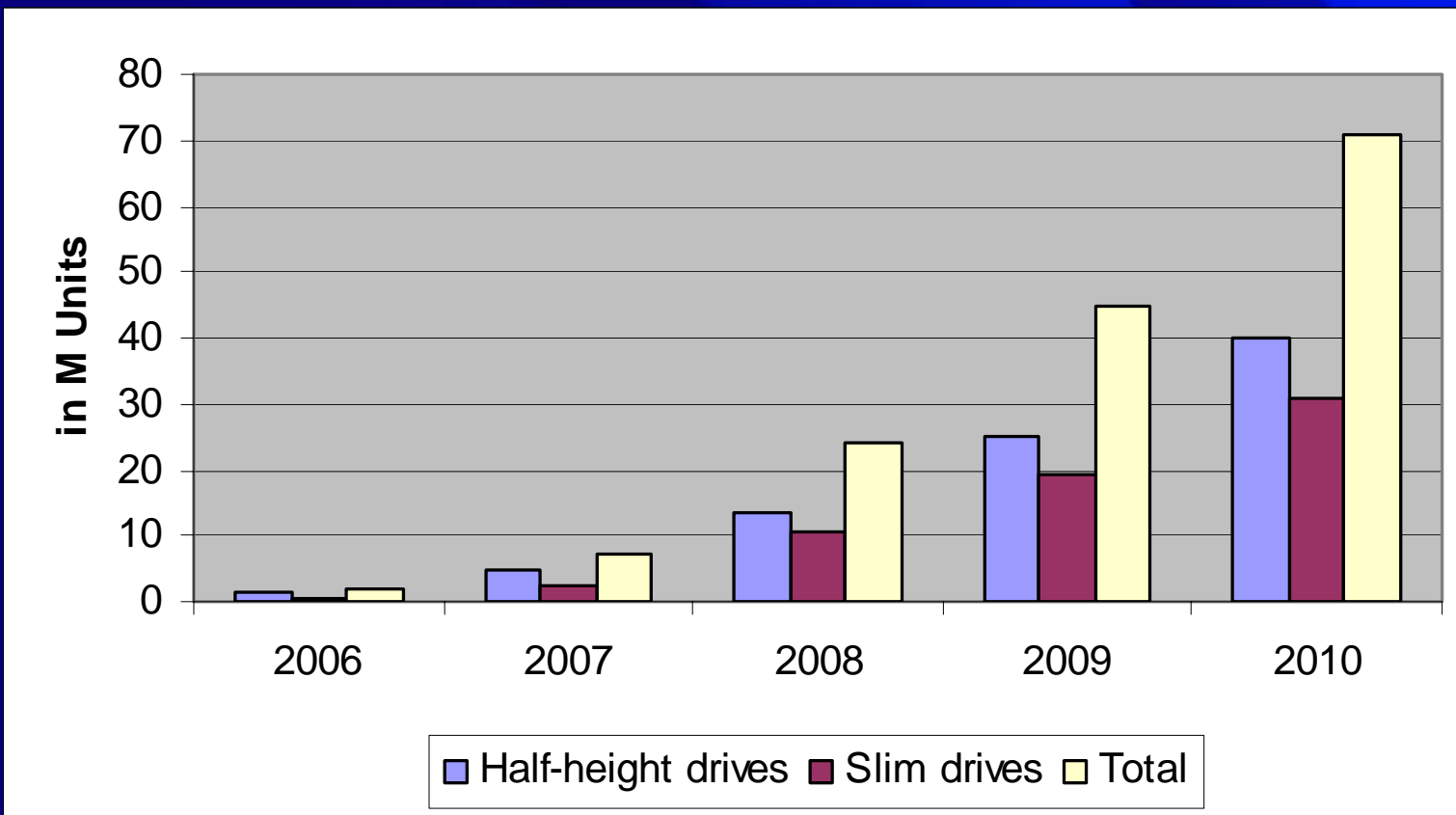
Content

- Buena Vista, Lions Gate, Paramount, Sony Pictures, 21st Century Fox, Warner Bros, Eagle Rock, TBS/Angel Seeker, Asmik Ace, Bandai Visual

Note: this list does not give any indication in which region these products will come available



WW production blue laser PC-drives



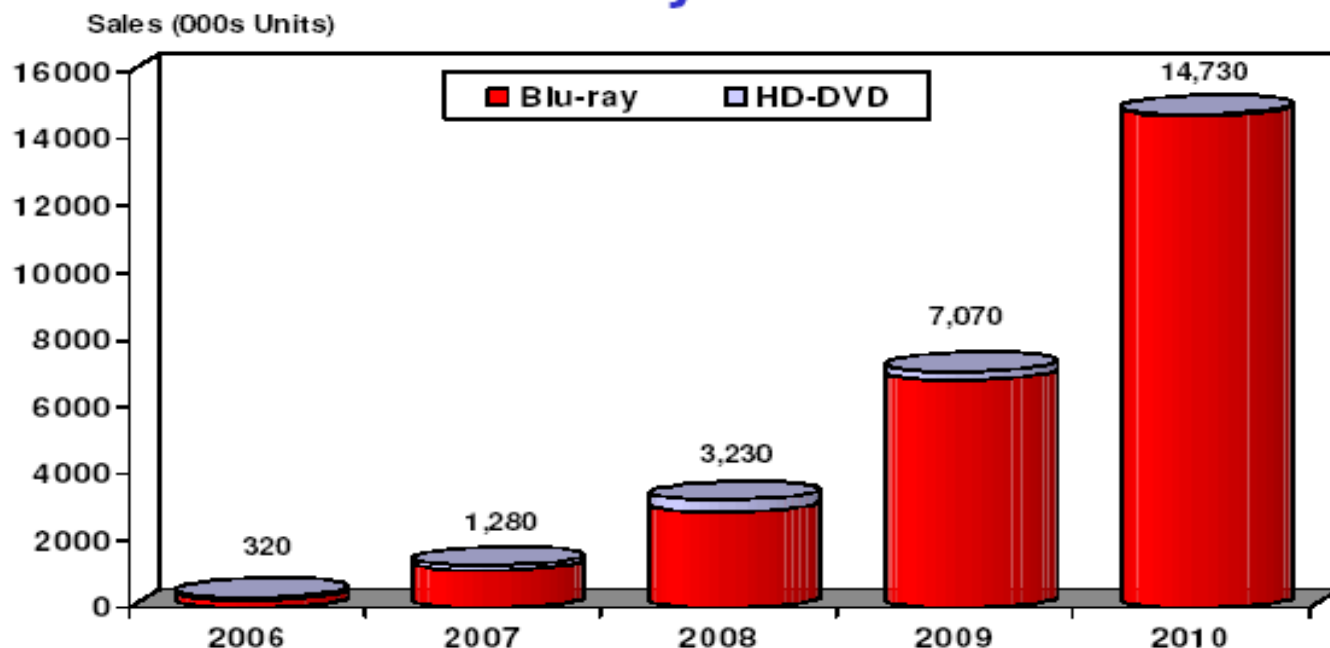
Source TRS 12/05



Blue player market Europe

Source Understanding & Solutions, 0206

Western Europe High Definition Video Player* Sales



**Excludes game consoles and game console add-on drives. Includes recorders/players*



Summary

- Standards are defined and available
- BD Format incorporate all advanced functions
 - Best Quality Picture
 - Best Sound Ever
 - Best interactive features
- Fast Growing industry support
- Great Market outlook for Europe