



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

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

•UDF  
•Bare Disc  
•X2 speed

All available now



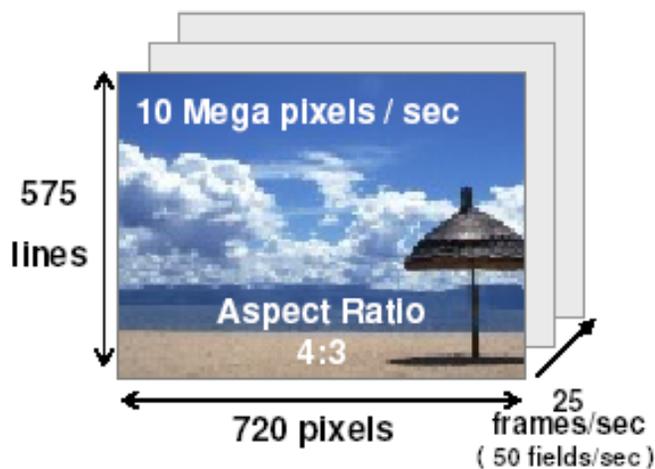
## 2. Format Update

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

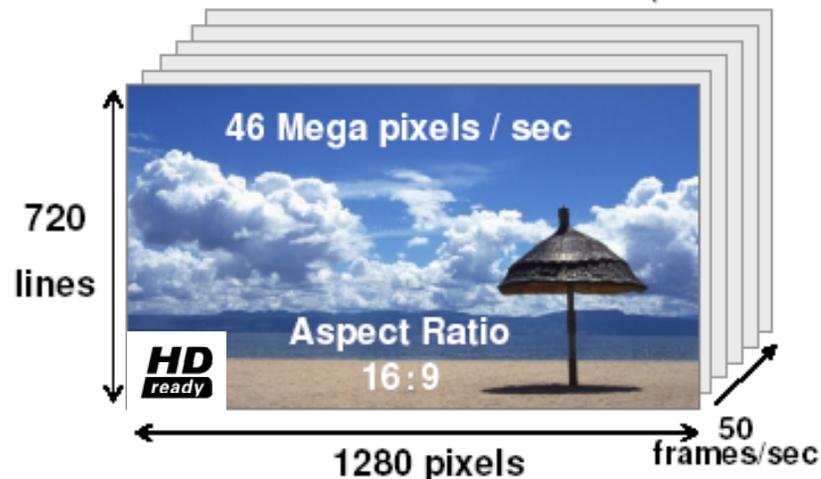
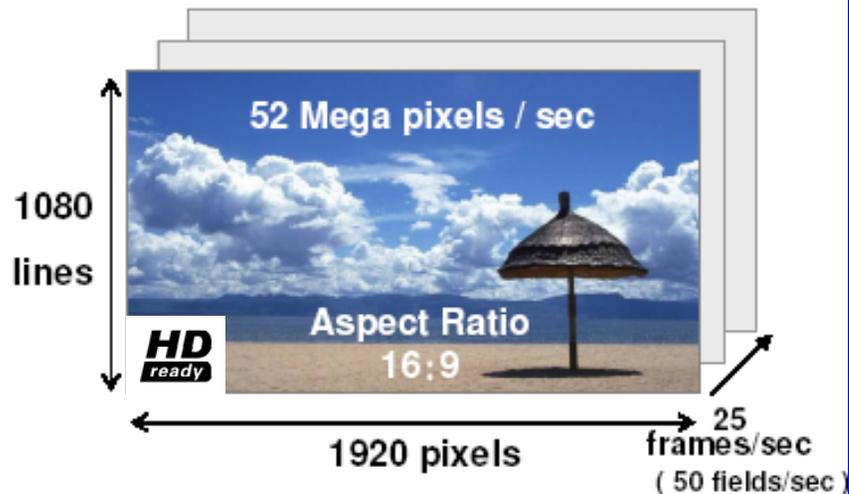


# The Highest Definition Picture

## Standard Definition (PAL TV / DVD)



## High Definition (HDTV / BD)

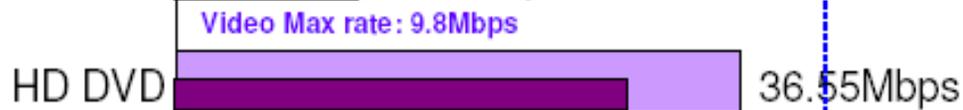


50% of all Flat TV will be HD Ready in 2006



# 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

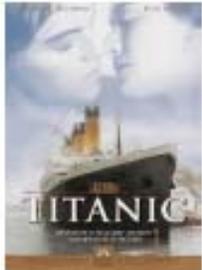
AVC  
7 Mbps  
30 minutes

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



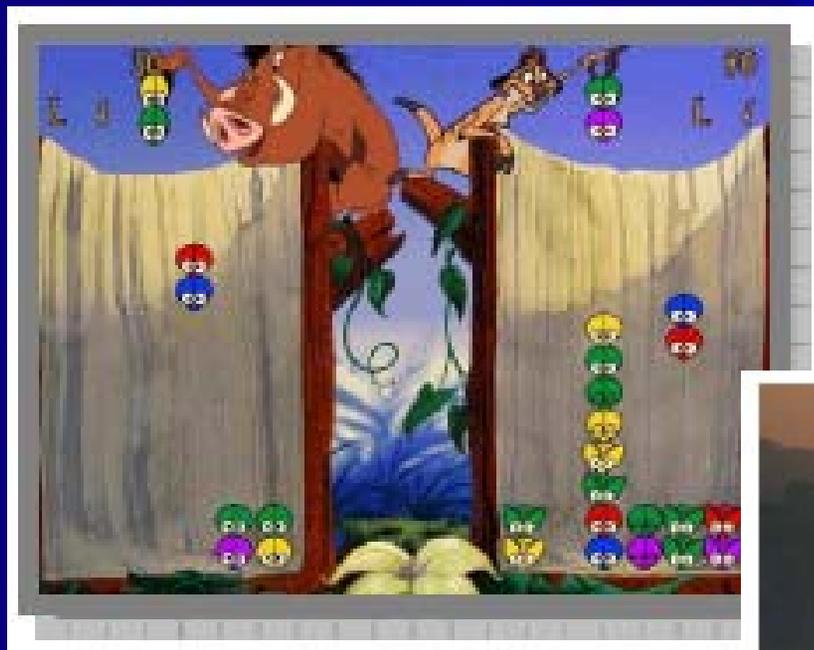
# Convenient Navigation

Pop-up menu's without interference of the movie



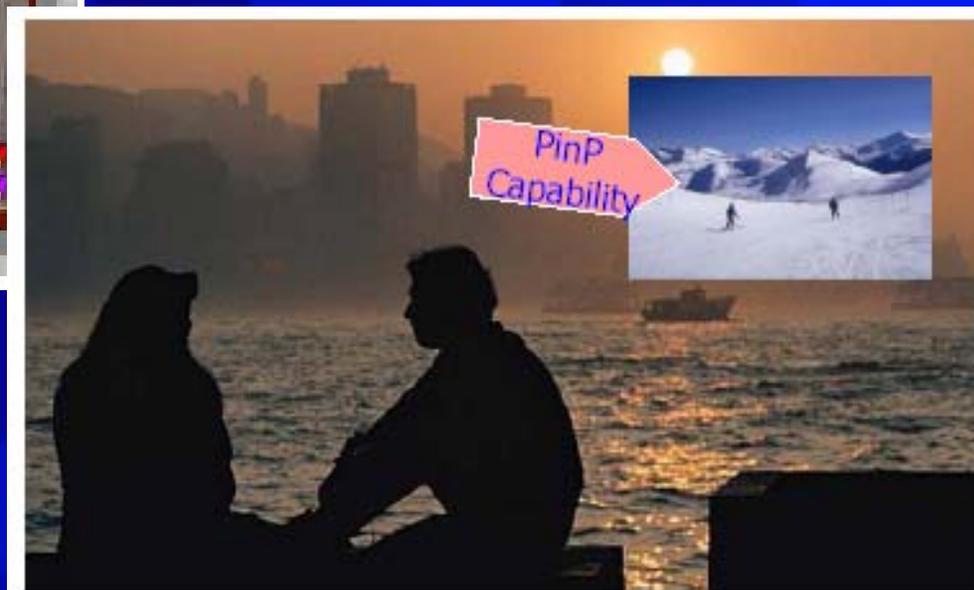


# BD Java Applications



BD-Java games

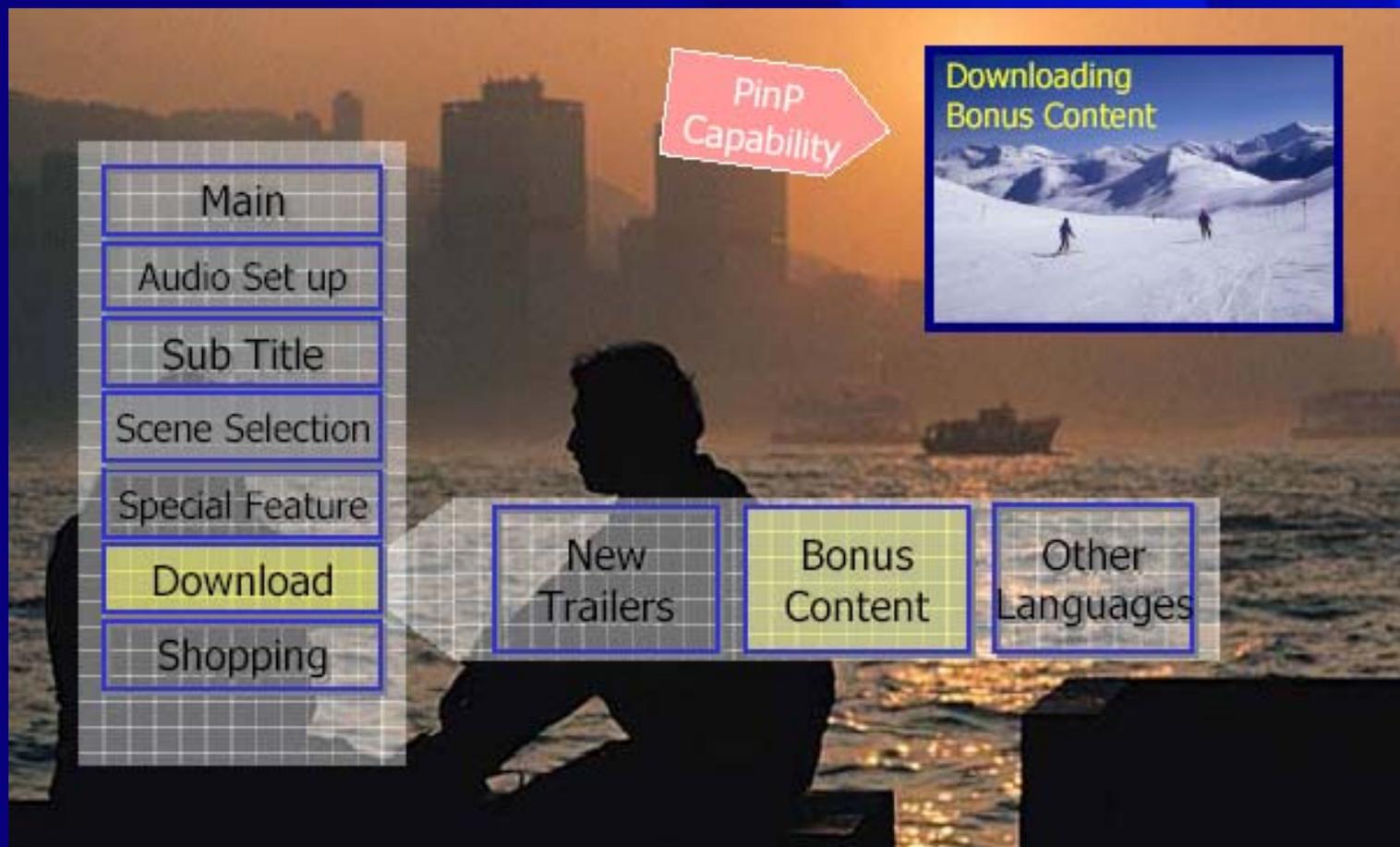
Scalable PiP





# 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

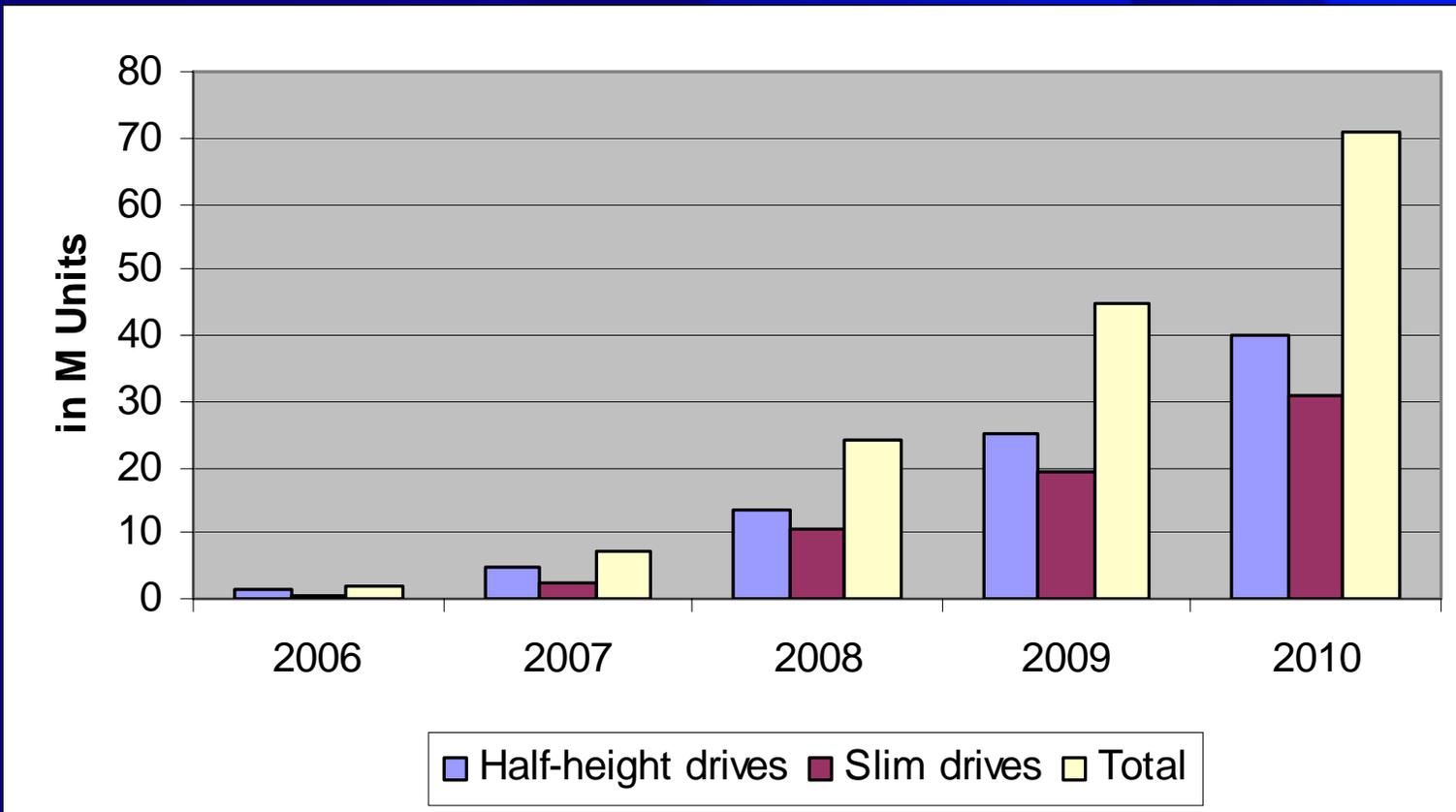
## Content

- 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



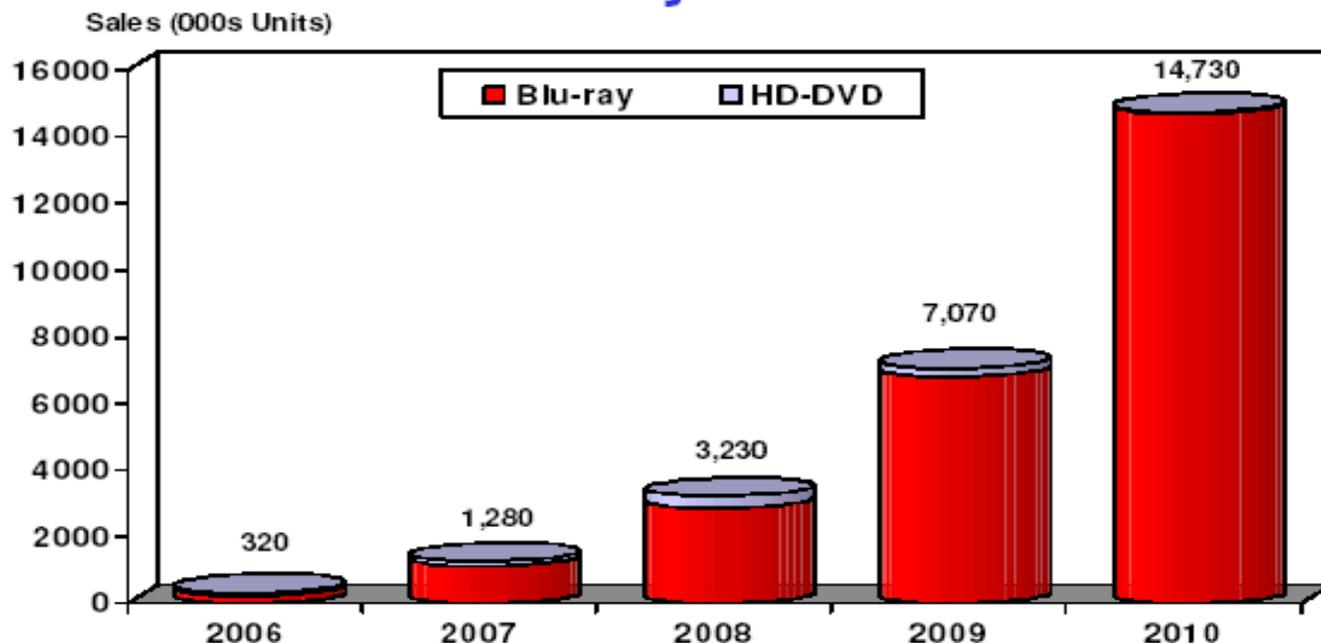
Source TRS 12/05



# 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