

SONY®

Blu-ray Disc™

Releases

With broad support from most major movie studios, including Sony Pictures, Warner, Paramount, Fox, Disney, MGM and Lions Gate, over 100 titles will soon be launched on Blu-ray Disc during the first wave of releases. In addition, many studios have announced plans to release new feature films on Blu-ray Disc simultaneously with their DVD releases, and have scheduled to continue releasing new titles on Blu-ray every month.

Below are some of the major studios, as well as their projected number of releases for the launch of Blu-ray Disc:

Disney	10 titles including Kill Bill: Vol. 1 Hero Ladder 49 The Brothers Grimm Jay and Silent Bob Strike Back	20th Century Fox	20 titles including Fantastic Four Ice Age Transporter Planet of the Apes Flight of the Phoenix
Sony Pictures / MGM	20 titles including Resident Evil 2 House of Flying Daggers Stealth Hitch Fifth Element Kung Fu Hustle	Paramount	10 titles including Sahara Aeon Flux The Italian Job Tomb Raider Mission Impossible 1,2,&3
Warner Brothers	15 titles including Batman Begins Charlie & The Chocolate Factory The Dukes of Hazzard Million Dollar Baby Terminator 3: Rise of the Machines	Lions Gate Home Entertainment	10 titles including Lord of War The Punisher Saw T2: Judgment Day Reservoir Dogs
		Eagle Rock Entertainment	20 titles

These companies combined for 90% of the DVDs sold last year.

Partners

The Blu-ray Disc Association is receiving unprecedented marketing support – over 170 of the world’s leading brand names are backing the technology. Because of this broad base of support from the entertainment industry, Blu-ray Disc will be delivering the best movies and hit games, all completely compatible with the brand names you know and trust. Included in this high-profile list of partners are the following brands:

Content:

- Sony Pictures
- MGM
- Disney
- Paramount
- 20th Century Fox
- Warner Brothers
- Lions Gate Home Entertainment
- Sony BMG Music
- Universal Music

Hardware:

- Apple
- Dell
- Hewlett Packard
- Hitachi
- LG
- Mitsubishi Electric
- Panasonic
- Philips
- Pioneer
- Samsung
- Sharp
- Sony
- TDK
- Thomson

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Support for Blu-ray extends across the entire Sony family, and throughout the Electronics Division as well.

Sony Pictures Titles

- A Knight's Tale
- Black Hawk Down
- Bram Stoker's Dracula
- Desperado
- For a Few Dollars More
- Hitch
- House of Flying Daggers
- Kung Fu Hustle
- Legends of the Fall
- Resident Evil Apocalypse
- Robocop
- Sense and Sensibility
- Species
- Stealth
- SWAT
- The Bridge on the River Kwai
- The Fifth Element
- The Guns of Navarone
- The Last Waltz
- XXX



PS3



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PLAYSTATION 3

Media and Storage

Blu-ray Disc™ Drive

Sony also announced that a Blu-ray Disc aftermarket drive for personal computers is also expected to be available this year, and will support 25GB/50GB BD-R/RE discs, as well as DVD+R/+RW, and CD-R/RW recordable media. This drive will be bundled with consumer-level BD recording software and accessories for creation of High-Definition home video and data Blu-ray Discs.

Blu-ray Disc™ Recordable Media

Beginning in the spring, Sony will begin selling a 25GB single layer BD-R and the BD-RE recording media. Dual layer 50GB capacity recordable media will follow in the subsequent months. Recordable Blu-ray Discs utilize Sony's AccuCORE™ technology offering superb archival and reliability, scratch guard protection and temperature durability.

VAIO®

RC Series Desktop

Key Features:

- Premier computing performance for the most demanding A/V applications – Intel dual-core processor, RAID-ready SATA hard drives, DDR2 memory, PCI Express x16 Video graphics, BD-R/RE optical drive.
- Next generation computing platform with Blu-ray support: BD-ROM/R/RE optical drive capable of playing back¹ and burning BD discs. Comprehensive suite of applications for capturing, editing and burning HD content to BD.



¹ Playback of HDCP encoded content (e.g., studio movies) will require an HDCP-compliant display.

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Blu-ray Disc™



What you've been waiting for is finally here. Sony's first ever Blu-ray Disc™ player is the definitive high definition experience. From its sleek, inspired industrial design to the audio and videophile components that drive it, the BDP-S1 represents a leap forward unlike any other you've seen before. Ready to watch your favorite movies in full, brilliant 1080p? Ready to hear the lush sounds of high definition Sony audio? Welcome to the world of Blu-ray Disc and Sony's BDP-S1 Blu-ray Disc player.

like.no.other™

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Blu-ray Disc™ Format

In the late 90s DVDs revolutionized the way we watch movies at home. Gone were the days of rewinding videos. Gone were the days of videos wearing out. DVDs changed our lives and in fact changed the many aspects of the movie business. DVD media was adopted by Movie Studios, the Consumer Electronics Industry, Gaming consoles like the Sony PS2, and computer manufacturers. With DVDs holding 4.7GB or in the case of Dual layered discs 8.5GB, DVDs were well equipped to handle media in the “standard definition era”.

We are entering the “High Definition” era and a newer media is needed. Blu-ray Disc technology brings us a Higher Definition Video, but also higher definition audio for the future and more extra features. Today’s Blu-ray Disc can hold up to 50GB of data with potential of much more in the future.

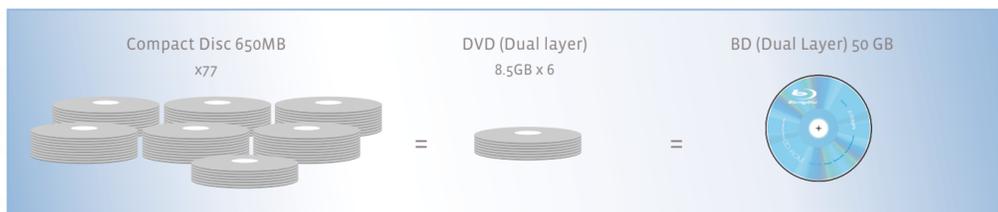
Enjoy one format for everything. Blu-ray Disc opens the possibilities. Play your High-definition content on soon-to-be-released video players, PC drives, even gaming consoles will support the technology. Blu-ray Disc players are even backward compatible with your DVDs and offer exciting interactive features. With overwhelming support from many of your favorite electronics brand names and leading computer companies all supporting Blu-ray Disc, this is one format that will be everywhere.

Unlike DVDs that have many variations in formats, Blu-ray Disc has only three different basic media types. They are:

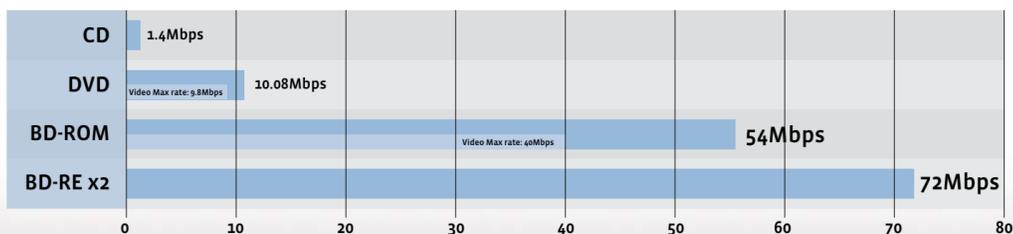
- BD-ROM** — These are discs that are pressed at the factories with preloaded media.
- BD-R** — These are blank burn once discs.
- BD-RE** — These are re-writable discs that allow you to record and re-record.

The Keys to Blu-ray Discs are:

Huge storage capacity



Maximum transfer data rate comparison



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Blu-ray Disc™

The Keys to BD-ROM Format

Picture quality beyond anything currently available.

Blu-ray Disc has full capability 1080p resolution. This may be the first media that can, under ideal circumstances, provide pure 1080p source to Full HD 1080p displays. Also, the Blu-ray Disc format has the potential for up to 40Mbps transfer rates only for video, that means 4x DVD, 2x HDTV broadcasts as a potential. In addition to that, the Blu-ray Disc format can support not only MPEG2 but also MPEG4-AVC and VC1 as flexibility of codec.

Theater quality “uncompressed” audio.

Thanks to faster bit rate, Blu-ray Disc can realize “uncompressed” 8 channels of Linear PCM surround sound together with greater picture quality (depending on media). The Blu-ray Disc format is capable of supporting advanced audio codecs like a Dolby® TrueHD or dts® HD, with backward compatibility to current receivers.

Interactive capability.

The Blu-ray Disc format offers the potential of a new level of interactive experience, with seamless onscreen menus and hi def bonus materials for a more dynamic sophisticated home theater experience. With the extra capacity and BD Java programming, we may see a whole slew of new interactive entertainment should studios provide it.

A comparison of Blu-ray Disc™ and DVD format

Parameters	Blu-ray Disc	DVD-Video
Storage capacity (single-layer)	25GB	4.7GB
Storage capacity (dual-layer)	50GB	8.5GB
Video Codec	MPEG2/AVC/VC1	MPEG2
Video Max Bit Rate	40Mbps	9.8Mbps
Highest Video Resolution	1920x1080/24p, 60i, 50i(HD)	720x480/60i, 50i (SD)
Audio Codec	Linear PCM/Dolby Digital/DTS Dolby Digital Plus/True HD/DTS HD	Linear PCM/Dolby Digital/dts
Max Audio Stream	32 Streams	8 Streams
Interactivity	Java Based Rich Programming	Limited Functionality

* Maximum format capabilities. Performance will vary by hardware device and media.

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Sony's Blu-ray Disc™ Player (BDP-S1)

Available in early summer, 2006, the BDP-S1 is Sony's first entry into the Blu-ray Disc player. Supporting a 1080p full HD video output, the BDP-S1 will playback a range of media, including Blu-ray Discs and regular DVDs. The sophisticated design and exceptional build quality, with finely tuned audio and video parts and circuits, provides the perfect backdrop to the exceptional HD playback of Blu-ray Disc media.

Main Features

- Full HD 1080p video output from Blu-ray Disc¹
- DVD Upscaling to 1080p¹
- Picture mode settings
- HD Audio Quality
- 8 channels uncompressed linear PCM output through HDMI
- Separated 5.1ch analog audio circuit board
- Highly tuned audio parts
- Rigid beam construction
- Text subtitle
- BD-Java interactive capability²
- Multi brand TV control
- FL OFF/dimmer

¹ Video and audio quality will vary depending on media.
² Interactivity depends on media. Not all media may support interactivity.