

IF THE BIGGEST NAMES IN MOVIES, GAMING, MUSIC AND TECHNOLOGY  
CAME TOGETHER TO CREATE THE ULTIMATE HIGH-DEF EXPERIENCE

IMAGINE WHAT IT WOULD BE LIKE



# EXPERIENCEBLU

THE NEXT-GENERATION FORMAT FOR HIGH-DEF ENTERTAINMENT

With powerful capabilities like full 1080p resolution\*, up to 7.1 channels of surround sound, 50 GB of storage capacity and backward compatibility with your existing DVDs, Blu-ray Disc will change the way you **WATCH** movies, **ENJOY** music, **PLAY** games, **RECORD** high-def content and **STORE** your favorite files. Best of all, since Blu-ray Disc has the broadest industry support of any high-def format, you're assured of getting the best high-def content, product choices and overall viewing experience.

It's here! Get the hottest news on Blu-ray content and product availability right now at [www.experiencebluray.com](http://www.experiencebluray.com)



**BEYOND HIGH DEFINITION**

1080P RESOLUTION\* 7.1 SURROUND 50 GB OF STORAGE



COMING SOON TO BLU-RAY DISC

\*HDTV required. As with other optical media devices, user factors and other circumstances may limit Blu-ray Disc playback. Some content may require HDMI-compatible TV for high-definition playback.  
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# SEE FOR YOURSELF WHY BLU-RAY DISC DELIVERS THE ULTIMATE HIGH-DEF ENTERTAINMENT EXPERIENCE

**WATCH** your favorite movies and shows in the format that delivers full 1080p high-def resolution\* with bit rates up to 40 Mbps\*\*

**KEEP** and enjoy your existing DVDs since Blu-ray Disc players are backward compatible

**STORE** more files with up to 5X the capacity offered by today's DVDs

**RECORD** hours of your favorite high-def content on a single Blu-ray Disc

**CHOOSE** from the largest selection of high-def playback devices that work with Blu-ray Discs—including players, recorders, PCs, aftermarket drives and the upcoming PLAYSTATION®3 game console—all from the leading consumer electronics and PC manufacturers

**PLAY** high-def games and experience seamless animation and action sequences

**ENJOY** audio entertainment in up to 7.1 surround sound and get the finest, native uncompressed sound quality

**RELY** on the broadest industry support from the brands you trust. More than 90% of major Hollywood studios, virtually all leading consumer electronics companies, four of the top PC brands, the world's two largest music companies, PLAYSTATION®3 and the leading gaming companies, all support Blu-ray Disc

**DISCOVER** the extensive bonus content and interactive features such as games, alternate movie versions, actor interviews, soundtracks and related websites that can be stored on each Blu-ray Disc

It's here! Get the hottest news on Blu-ray content and product availability right now at [www.experiencebluray.com](http://www.experiencebluray.com)

More than 170 of the world's leading consumer electronics companies, PC manufacturers, content providers and other brands you trust have joined the Blu-ray Disc Association, including:



\*HDTV required. As with other optical media devices, user factors and other circumstances may limit Blu-ray Disc playback. Some content may require HDMI-compatible TV for high-definition playback. \*\*Transfer speeds vary and are dependent upon host hardware.

