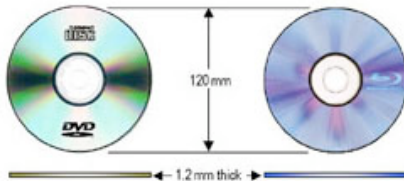




Blu-ray Disc & DVD

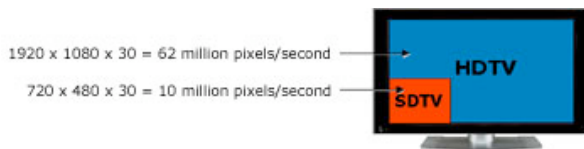
Learn About Blu-ray

New technology brings high definition video to optical disc



Blu-ray Disc® is the latest and greatest optical disc technology. It might physically look and feel just like a CD or DVD, but Blu-ray Disc can do so much more! Pioneer is one of the companies that helped create this new disc format that will deliver HD content to your home.

Any one who has seen a great HDTV knows that once you start watching TV in HD, you don't want to go back to standard definition programming. Even the DVDs that looked so crisp and clear when they were first introduced in 1996 seem to fade in comparison. Along comes Blu-ray Disc and soon enough you'll be able to get movies and other programs in HD from your local video retailer. Likewise, you'll be able to record HD programming from your cable, satellite or TV antenna to relive the "big game" as many times as you like. And, with a Blu-ray Disc computer drive, you can store up to 50 gigabytes at a time when you back up your data, photos, portable music files and home videos.



What is Blu-ray Disc?

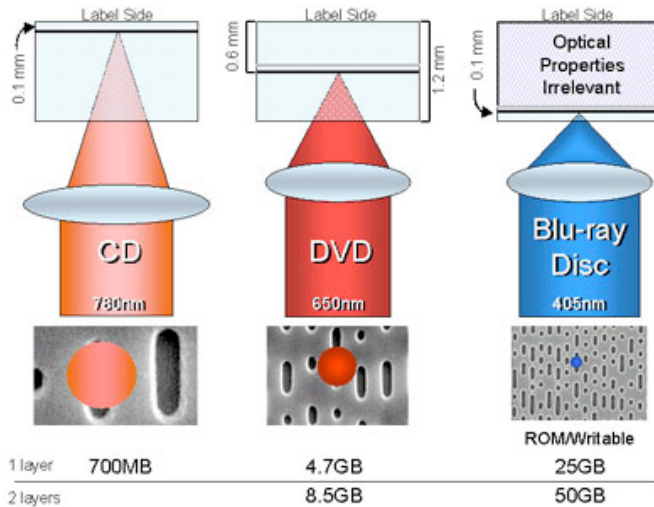
Blu-ray Disc is the latest revolution in optical storage technology for PC products, consumer electronics and gaming consoles.

Why is it called Blu-ray?

The new technology employs a shorter wavelength blue laser that is focused to a much smaller spot size than DVD's red laser, thereby increasing data storage capacity.

What's the benefit of Blu-ray Disc?

The new Blu-ray discs can store 25GB data on single layer discs and 50GB data on dual layer discs. That's the equivalent of 23 hours of standard definition TV content or 6 hours of HD programming. One 50GB Blu-ray Disc can store the same amount of information as 70 recordable CDs or 10 recordable DVDs.



Blu-ray Disc delivers the capacity for the best possible high definition audio and video quality. HDTV provides six times more picture information than standard definition TV so you don't miss a single detail. In order to do that, HDTV requires more bits per second and more gigabytes per disc. So if you want great HDTV, you'll also want a Blu-ray Disc player or recorder to watch movies in HD and to record HDTV programming.

You'll find Blu-ray Disc hardware from Pioneer and nearly all other consumer electronics companies. In addition, the world's largest and best recognized computer companies also support Blu-ray Disc, as well as the most popular video game manufacturers. Many major movie studios are planning to release their hottest new titles on Blu-ray Disc as well.

What other benefits come with Blu-ray Disc?



In case the stellar audio and video quality aren't enough to make you run out to see Blu-ray Disc technology for yourself, consider the other benefits of having more storage capacity on a single disc. Instead of a multi-disc set where you have to switch between the movie disc and the bonus features disc, you can get it all on one disc. When DVD was first invented, there was no such thing as a "bonus feature." As soon as those creative types in Hollywood realized the benefits of DVD over VHS tape, they went wild in creating the added content that makes us love DVD. Knowing that they'll have even more room and interactivity with Blu-ray Disc, who knows what they'll come up with next?

To start with, you're likely to get:

- More bonus materials, including some or all in high definition
- More sophisticated interactive features enabled by a Blu-ray Disc-Java layer of programming
- Multi-channel and Multi-angle HD video
- Internet Connectivity (some models)
- Pop-up menus without having to leave a movie
- High resolution full color graphics and onscreen buttons
- Prequels and Second Sessions
- Bundled Video Games
- And more...

Is this new technology sturdy?

Absolutely. In fact, Blu-ray Disc technology uses various hard-coat technologies to make the discs more durable and "family-friendly." The hard coat provides resistance to fingerprints, marks, scratches and dust, making it even sturdier than today's CD and DVD technologies.

What do I do with all of my DVDs?

No problem. Pioneer Blu-ray Disc players and recorders are compatible with DVD so you can continue to play your DVD movies as you start your catalog of new Blu-ray Disc movies.

Can I get Blu-ray Disc technology now?

The first Blu-ray Disc movies and the hardware to play them on are expected to be in retail stores in Spring 2006. In the meantime, you can check out the Product Information for the [BDR-101A](#) Blu-Ray Disc/DVD Writer. To get e-mail updates about new developments with Blu-ray Disc technology, [sign up](#) for Pioneer's e-newsletter.

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