



## **Blu-ray Disc Association Approves Final BDXL™ Format Specifications**

Licensing Information and Applications Now Available

June 25, 2010 - Los Angeles, CA. The Blu-ray Disc Association (BDA) today announced the finalization and release of the specifications for BDXL™, the new multi-layer recordable Blu-ray Disc™ format with up to 128GB of capacity. With the completion and approval of the specification, manufacturers can now obtain licensing information and license applications needed to begin production of the high capacity write-once and rewritable discs and hardware (<http://www.blu-raydisc.info/>).

Targeted primarily at commercial segments such as broadcasting, medical and document imaging enterprises with significant archiving needs, BDXL™ provides customers with triple layer 100GB RE (rewritable) and R (write-once) discs and quadruple layer 128GB R discs. Possible consumer applications include capture and playback of HD broadcast and satellite programming in markets where set-top recorders are prevalent.

"The BDA worked diligently to create an extension of the Blu-ray Disc™ format that leverages the physical structure of the design of the disc to create even more storage capacity, said Victor Matsuda, Blu-ray Disc Association Global Promotions Committee chair. "By using the existing Blu-ray™ technologies, we have created a long-term and stable solution for archiving large amounts of sensitive data, video and graphic images. We expect further growth of the Blu-ray Disc™ market as the introduction of 100GB/128GB discs will expand the application of Blu-ray Disc™ technologies."

The BDXL™ specification was developed with specific market segments in mind, and newly-designed hardware addressing such markets will play back or record BDXL™ media. However, because the new media specifications are extensions of current Blu-ray Disc technologies, future BDXL™ capable recorders can easily be designed to play back existing 25GB and 50GB Blu-ray Disc™ formats.

### **About Blu-ray Disc™**

Blu-ray Disc™ is a trademark owned by the Blu-ray Disc Association (BDA) and licensed for use on discs, players and other products that use BDA's optical disc format for high definition audio-video and high capacity data software applications. A single-layer disc holds up to 25GB of data and a double-layer disc holds up to 50GB of data.

### **About the Blu-ray Disc Association**

The Blu-ray Disc Association (BDA) is responsible for promoting and developing business opportunities for Blu-ray Disc - the BDA's optical disc format for high definition audio-video and high capacity data software applications. The BDA has approximately 170 members. Its Board of Directors consists of individuals affiliated with the following member companies: Apple Inc., Dell Inc., Hewlett-Packard Company, Hitachi, Ltd., Intel Corporation, LG Electronics Inc., Mitsubishi Electric Corporation, Oracle Corporation, Panasonic Corporation, Pioneer Corporation, Royal Philips Electronics, Samsung Electronics Co., Ltd., Sharp Corporation, Sony Corporation, TDK Corporation, Technicolor, Twentieth Century Fox, Walt Disney Pictures and Television, and Warner Bros. Entertainment Inc.

Blu-ray Disc™ and Blu-ray Disc™ logo are registered trademarks of the Blu-ray Disc Association. BDXL™ is a trademark of the Blu-ray Disc Association.

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