

Next Generation DVD Format

August 23 2004

With over three billion DVD discs shipped since the format's launch in 1997, the entertainment industry is gearing up for a **next generation format [DVD](#)**, which will be the topic of technical and marketing discussions at next week's Entertainment Media Expo (EMX) at the Renaissance Hollywood Hotel, August 30 - Sept 1.

The two emerging formats for a higher-definition, higher capacity DVD discs are called **HD DVD and Blu-ray Disc**, which will demonstrated and presented in a range of demos and technical sessions during the conference, which is due to attract leading representatives from all major video studios, record and game companies, replicators and production companies.

On opening night, prior to the 7th annual DVD Entertainment Awards, hosted by Leonard Maltin, the Blu-ray Disc Association will be demonstrating their format in the Nichols Canyon Room through the evening between the hours of 6pm and 9pm.

During the conference sessions that begin on August 31, the Media-Tech Association, which features the preeminent technical leaders in the field, will be addressing the technical issues that currently are being addressed in materials development, disc and hardware manufacturing. Sessions are being presented by system developers including GE, Thomson, Toshiba, Memory Tech, Philips and Panasonic, as well as replicators represented by Cinram and Sony DADC.

Surround sound is a vital component of the current and future formats and a companion track is being devoted exclusively to audio

advancements for this heralded home video delivery system.

EMX is the world's #1 conference and exhibition devoted to DVD and other forms of packaged entertainment media -- the leading entertainment delivery system. With over 100 exhibits, 60 conference sessions, 4 awards events and 4 training workshops, over 3,000 executives, representing the \$110 billion packaged media business are expected to attend.

Source: CMP Information, Inc.

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