

SANYO Will Adopt HD DVD Standard to Develop Next Generation DVDs

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SANYO Electric Co., Ltd. (SANYO) has decided to adopt the <u>HD DVD</u> standard promoted in the DVD forum, an international association that			
brings together some 220 consumer electronics, entertainment, software			
and other related companies around the world. SANYO will develop			
next generation DVD players and recorders using the HD DVD			
standard , and aims to first launch in Japan HD DVD players in 2005:			
and recorders in 2006: and then expand into the North American market.			

Shift on demand from conventional VCRs to hard disc recorders and combo-type DVD recorders has gained momentum, and the DVD player/recorder market has gotten off to a quick start. Electronics Industries Association of Japan research forecasts DVD recorder shipments of 10 million units in 2004. Along with increase of flat panel TVs that can handle Hi-Vision content, increase in demand is expected



for recording high-definition software.

HD DVD is being promoted by the DVD forum as the standard for next generation DVDs. It's compatible with current DVDs, so consumers' DVD software libraries can readily be used.

SANYO joined with Toshiba and NEC in the autumn of 2003 for technical studies of HD DVD-R, a one-time recordable version of the format, in May 2004 was able to jointly present this to the DVD forum. In September 2004 SANYO, Toshiba and NEC expect this HD DVD-R technology to become Version 0.9.

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