

Vivendi Universal and EA Games Join the Blu-ray Disc Association

January 9 2005

The Blu-ray Disc Association (BDA) announced that two leading game publishers, Electronic Arts and Vivendi Universal Games, have joined the BDA. "The delivery of high-definition games is becoming increasingly important to us. Blu-ray Disc has the capacity, functionality and interactivity we need for the kinds of projects we have in mind." said Scott Cronce, Electronic Arts Worldwide Studio CTO.

"The technical requirements for game development today demands more advanced optical-disc technologies. Blu-ray Disc offers the capacity, performance and high-speed Internet connectivity to take us into the future of gaming." said Michael Heilemann, Chief Technology Officer, VU Games.

The support from these two leading game publishers further strengthens the already overwhelming support for the Blu-ray Disc format among the world's leading gaming, consumer electronics, PC and entertainment companies.

Blu-ray Disc is a next-generation optical disc format being developed for high-definition video and high-capacity software applications. A single-layer Blu-ray Disc will hold up to 25 gigabytes of data and a double-layer Blu-ray Disc will hold up to 50 gigabytes of data.

Citation: Vivendi Universal and EA Games Join the Blu-ray Disc Association (2005, January 9)

retrieved 27 April 2024 from

<https://phys.org/news/2005-01-vivendi-universal-ea-games-blu-ray.html>

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