

Apple Joins Blu-ray Disc Association

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The Blu-ray Disc Association (BDA) announced that Apple has joined the consortium and will become a member of the Board of Directors. "Apple is pleased to join the Blu-ray Disc Association board as part of our efforts to drive consumer adoption of HD," said Steve Jobs, Apple's CEO. "Consumers are already creating stunning HD content with Apple's leading video editing applications like iMovie HD and are anxiously awaiting a way to burn their own high def DVDs."

Blu-ray, also known as Blu-ray Disc (BD) is the name of a next-generation optical disc format. The format was developed to enable recording, rewriting and playback of high-definition video (HD). The format is also likely to become a standard for PC data storage and high-definition movies in the future. The name Blu-ray is derived from the underlying technology, which utilizes a blue-violet laser to read and write data. The name is a combination of "Blue" and optical ray "Ray". According to the Blu-ray Disc Association, the spelling of "Blu-ray" is not a mistake. The character "e" is intentionally left out because a daily-used term can't be registered as a trademark.

Apple has been a leader in driving consumer adoption of DVD authoring and is now helping bring High Definition (HD) to market with a complete line of HD content creation tools for consumers and professionals alike including iMovie HD, Final Cut Express HD and Final Cut Pro HD editing software. Apple will work together with the BDA on the development and promotion of the Blu-ray Disc format.

Additionally the next release of Apple's QuickTime software,

QuickTime 7, will feature the MPEG developed H.264 Advanced Video Codec (AVC) which has been adopted for high definition DVDs. Apple will release QuickTime 7 in conjunction with the release of Mac OS X version 10.4 “Tiger,” the fifth major version of Mac OS X that will ship in the first half of 2005.

The BDA was created to broaden support for Blu-ray Disc—the next generation optical disc for storing High Definition movies, photos and other digital content. Blu-ray Discs will have five times larger capacity than today's DVDs, with a single-layer Blu-ray Disc holding up to 25 gigabytes of data and a double-layer Blu-ray Disc holding up to 50 gigabytes of data. Current DVDs hold 4.7 gigabytes on single-layer discs and 8.5 gigabytes on dual-layer discs.

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