

Universal Music Group Joins Blu-ray Disc Association

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Universal Music Group (UMG) has joined the Blu-ray Disc Association (BDA) as a contributing member. The addition of Universal Music Group to the BDA's current lineup of more than 140 leading companies in the hardware, software, consumer electronics and information technology industries is expected to have a major impact on how music is created and enjoyed by consumers.

"The delivery of both high-definition video and multi-channel audio technologies is becoming increasingly important," stated Larry Kenswil, President of eLabs, UMG's new media and technologies division. "We recognize that Blu-ray Disc has the capacity, functionality and interactivity both artists and music fans demand. We intend to work closely with the BDA in order to represent the unique requirements of the music industry in the format creation process."

"Universal Music Group is the latest in a continually growing list of

companies that have told us Blu-ray Disc's capacity and functionality are important to the growth of their future business," said Brian Zucker, Blu-ray spokesperson and Technology Strategist at Dell. "In collaboration with the world's leading technology and content companies, we are on track to launch a complete high-definition format that is a quantum leap in innovation and delivers a dramatic new consumer experience in all areas of home entertainment -- movies, music and games."

About Blu-ray Disc

Blu-ray Disc is the 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.

About the Blu-ray Disc Association

The Blu-ray Disc Association (BDA) is responsible for promoting and further developing business opportunities for Blu-ray Disc -- the next-generation optical disc for storing high-definition movies, games, photos and other digital content. The BDA has more than 140 members. Its Board of Directors consists of Apple; Dell Inc.; Hewlett Packard Company; Hitachi, Ltd.; LG Electronics Inc.; Mitsubishi Electric Corporation; Panasonic (Matsushita Electric); Pioneer Corporation; Royal Philips Electronics; Samsung Electronics Co., Ltd.; Sharp Corporation; Sony Corporation; TDK Corporation; Thomson; Twentieth Century Fox; and Walt Disney Pictures and Television.

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