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## CES 2008: Microsoft says Xbox could go Blu-ray

If it's what the customer wants...

by Amy-Mae Elliott published on 9 January 2008

Microsoft's Xbox video gaming unit still fully backs HD DVD - but has announced that it might consider supporting the Blu-ray format in the near future, reports The Guardian.

"It should be consumer choice; and if that's the way they vote, that's something we'll have to consider", Albert Penello, group marketing manager for Xbox hardware said in response to a question asking if Microsoft would support a Blu-ray add-on if HD DVD fails as a next-gen format.

Microsoft does not think that Warner Bros decision to drop HD DVD in favour of Blu-ray will make a difference to sales of the Xbox 360.

"I fundamentally don't think ... this has a significant impact on Xbox 360 versus (Sony's) PlayStation 3", Penello told Reuters in an interview at the Consumer Electronics Show in Las Vegas.

"You can't say it's not a bummer, not a setback, but I've seen this battle declared over so many times", Penello said about Warner's decision.

"I want consumers to have a voice in this and I think there are a lot of consumers who bought HD DVD who are going to have a say in how this shakes out."

Earlier this week Warner Bros. announced that it was going Blu-ray exclusive, since then New Line, also owned by Time Warner, has followed suit along with Digital Playground.

Until rumours were quashed, the FT reported that Paramount was about to ditch the format as well.

"Tosh is probably hoping the week will end already", one tech commentator told Pocket-lint in



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Las Vegas.