

<http://www.pocket-lint.com/news/12316/blu-ray-comments-profile-11-delay>

Blu-ray: "We needed to create momentum"

Spokesperson comments on the reason behind Bonus View-enabled player delays

by Amy-Mae Elliott published on 17 January 2008

The Blu-ray Disc Association has said that the reason customers who adopted Blu-ray when it was first released won't be rewarded for supporting the high-def format in the early stages was because it needed to "create momentum".

Frank Simonis of Philips and the European chairman of the Blu-ray Disc Association, has stated that the reason the new standard came so long after the first players hit the market was due to timing as it battled the rival format HD DVD.

"We needed to create momentum and get the players on the market", he said.

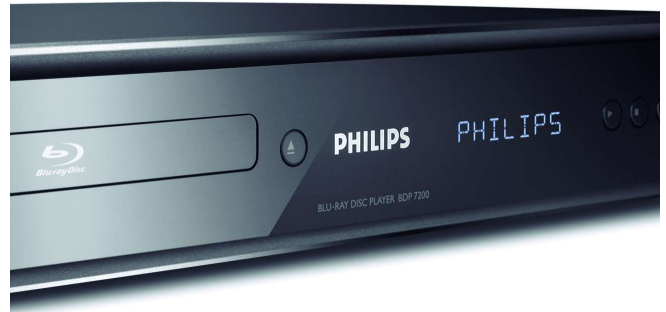
"If we had postponed launch to add in the hardware for the latest features, we would not be in the situation we have today."

Due to Blu-ray players only receiving "Final Profile" specification late last year rather than at launch, many customers will be left with players that won't be able to take full advantage of the format and its bonus features.

The new standard created by the Blu-ray Disc Association last year allows greater interactivity is not something that older players can receive via an update.

It means that first and even some second gen devices from the likes of Samsung will never be capable of utilising all the features on forthcoming Blu-ray disc movies.

As well as his role within the Blu-ray Disc Association, Simonis works for Philips who launched their first Profile 1.1, or "Bonus View"



<http://www.pocket-lint.com/news/12316/blu-ray-comments-profile-11-delay>

...cont.

capable player, the BDP7200, earlier this month at CES 2008.

It will not be available until April in the States.