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Wal-Mart "aggressively" promoting Blu-ray

While all wait to see Toshiba's new DVD tech

by Katie Scott published on 5 June 2008

Toshiba may be plotting a "Blu-ray killer", and the techie world is waiting to see what it's going to come up with, but retailers stateside are putting all of their energies into supporting the Blu-ray format.

Wal-Mart, the world's largest retailer, is trying to counter general malaise about HD DVDs by offering incentives to buy Blu-ray players.

The price of Blu-ray technology is alleged to be putting punters off - especially those concerned about a credit crunch.

But Wal-Mart is now offering a \$100 Wal-Mart gift card with the purchase of any Blu-ray player in its American stores from 8-14 June.

Reports Reuters, the retailer has also increased the brands of Blu-ray players it is selling, adding Magnavox, Samsung and Panasonic, and it will be offering select Blu-ray movie titles for \$15.

No news on any such deals in this country though.

