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## Samsung: "Blu-ray has 5 years left"

INTERVIEW: Andy Griffiths, director of consumer electronics, Samsung UK

by Stuart Miles published on 3 September 2008

Samsung has said that it sees the Blu-ray format only lasting a further 5 years before it is replaced by another format or technology.

"I think it [Blu-ray] has 5 years left, I certainly wouldn't give it 10", Andy Griffiths, director of consumer electronics at Samsung UK told Pocket-lint in an interview.

Hoping to capitalise before it's too late, Griffiths believes that 2008 is the format's year.

"It's going to be huge", he told Pocket-lint. "We are heavily back-ordered at the moment."

Citing online rental sites like LoveFilm's adoption of Blu-ray titles, the move to offer cheaper players and a now clear path to adoption following the Blu-ray HD DVD battle, Griffith says the format will be a winner, although not for long.

Instead Samsung is putting its faith in its OLED technology. The new technology, which is "ready to rock", is being held back at the moment due to high manufacturing costs.

"We will launch the OLED technology when it's at a price that will be appealing to the consumer, unfortunately that's not yet."

Griffiths, citing 2010 as a possible date for your calendar, told us he believes that when the technology becomes mainstream it will replace LCD.

"It's gonna be big, but at the moment it's a great story, not commercial, product."

Samsung previewed two OLED screen televisions at IFA in Berlin earlier in the month, out-maneuvring Sony to be the largest models on show at the show.



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Coming in 14- and 31-inch models, the screens that are incredibly thin, produce vivid contrasts and colours.

Sony settled for second place with a 9- and 27-inch models, but it wasn't the only area that Samsung claimed a "world's first" over their Far East rivals.

The company has recently announced it's partnered with Yahoo to offer widgets on its internet connected televisions as it tries to turn the television into an information hub of the home rather than the PC.

"The content has to be relevant, but once it is it will make the TV more than a TV", said Griffiths.

So where next? Griffiths is clearly thinking about the future citing more focus on rolling out LED backlighting in the range as well as improving the quality of the offering.

But it seems the Olympics is on the man and the company's minds.

"In 2012 we will be in a true HD world. Everything from your television to your camcorder will be offering you pictures in high-definition, and we plan to offer you that HD world from all angles."

With 4 years to go, the prospect sounds exciting, but by then Blu-ray will be, if Samsung are to be believed, on its last legs.