



Frank Hartwig and Michael Gutowski new Board Members



Michael Gutowski (Infodisc Technology GmbH) and Frank Hartwig (Cinram GmbH) were elected as new members of the Executive Board at the Annual Members' meeting held in Baden-Baden, Germany.

Many of the Association's international member companies participated in the meeting in Baden-Baden on March 4, 2010. The newly elected Board Members will drive forward the Association's goal to achieve a balance between suppliers and replicators in the industry and support the vision of moving forward together as one.

In 2009, the MEDIA-TECH Association took the first steps in creating the Replicators Committee that has provided a unique platform to communicate directly with the major stakeholders in the packaged media industry. In a meeting of the Replicators Committee after the Association's Annual Meeting, important topics for the industry were addressed as well as plans for future activities.

The next member meeting will take place in May at the MEDIA-TECH 2010 Global Summit and Expo in Frankfurt, Germany.



MEDIA-TECH
association

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Blu-ray Disc Academy

19 May 2010 Frankfurt Germany

Keynote Todd Collart, SVP New Media, Deluxe Digital Studios
Presentations Imagon, Sonic, msm-Studios, enteractive, BluFocus, Sony, DVDpartners, Brickbox, Testronic, and others + 3D Blu-ray

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Todd Collart

SVP, New Media, Deluxe Digital Studios
 Keynote speaker at the Blu-ray Academy

Consumer usage of BD-Live applications - What works so far?

Exhibitor Note:

Forms and regulations online now:

- General Order Form
- Exhibitor Manual
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Please review the forms and binding regulations for the MEDIA-TECH 2010 for your participation at the event.

MEDIA-TECH 2010 Networking

Welcome to our Networking Party at the MEDIA-TECH 2010 Global Expo and Summit

Wednesday, May 19, 2010
6.30 PM - 9.00 PM
Maritim Hotel

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Bristol Hotel
www.bristol-hotel.de

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www.domicil-frankfurt.bestwestern.de

Market News

BDA announces new European Promotion Committee Chairman

Graham Heaton has taken over from Niels Leibbrandt as the Chairman of the Blu-ray Disc Association's European Promotion Committee. The move comes as Niels Leibbrandt leaves his roles within Sony and the BDA to pursue other interests.

Graham Heaton takes on the Chairman role with immediate effect, whilst continuing his position as International Media and Publicity Director for Warner Bros, from which he brings a wealth of experience in launching and promoting home entertainment products. He is also playing a key role in developing Warner Bros' new digital distribution channels.

Blu-ray Patent Licensing Program Announced

Mitsubishi Electric Corporation, Thomson Licensing, Toshiba Corporation and Warner Bros. Home Entertainment (collectively, the "BD4C Licensing Group")

The license portfolio consists of BD and DVD patents, owned or controlled by the four companies, that are essential for BD Products. Licenses for the portfolio will be available for products that comply with the specifications for the BD formats promulgated by the Blu-ray Disc Association.

Royalties under the terms of the portfolio license will be as follows:

Category Royalty

- BD-Video Disc US\$0.04 per disc
- BD-Video Disc US\$0.04 per disc
- BD-Video Disc US\$0.04 per disc
- BD-ROM Disc US\$0.04 per disc
- BD-R Disc US\$0.065 per disc
- BD-RE Disc US\$0.09 per disc
- BD/DVD Hybrid Disc US\$0.08 per disc including BD/DVD Hybrid ROM Discs and BD/DVD Hybrid Video Discs)
- BD Decoder US\$1.00 per decoder, with an annual cap of US\$10,000,000
- BD Encoder US\$1.50 per encoder, with an annual cap of US\$15,000,000
- BD-Video Player US\$4.50 per player
- BD-Video Combo Player US\$6.00 per player
- BD Video Recorder US\$7.00 per recorder
- BD-Video Combo Recorder US\$6.00 per recorder
- BD-ROM Drive US\$4.00 per drive
- BD Recordable Disc Drive US\$6.00 per drive
- BD-ROM Combo Drive US\$5.00 per drive
- BD Combo Recordable Disc US\$5.00 per drive

(Source: BUSINESS WIRE)

Conference Update

IDDA Conference May 20th, 2010

The IDDA will again be presenting a conference during MEDIA-TECH 2010 Global Expo and Summit in Frankfurt on May 20th, 2010.

Program highlights:

- Changes and trends in disc duplicating, and the ratio of CD to DVD duplication and how prices for duplication services have changed.
- How did the flash duplication business change relatively over the last 12 months?
- New marketing tools to promote your business?
- What do duplicators think about Blu-ray duplication?
- How did replicating change and by what degree and why?
- Has duplicating business been lost to downloading?
- How can duplicators plan to move their business forward?
- What does the future hold for duplicators?

This opportunity to meet and talk to peers in the media duplicating industry and share ideas from others who face the same challenges make these meetings not just worthwhile, but essential in these challenging times.

Contact: Franco Leoni: f.leoni@polonordadeste.it

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GDD Manufacturing Srl (Italy) www.gddisk.com

Optical Disc Solutions Srl (Romania) www.ods-bs.ro

The newly founded Infopictures GmbH expands the service portfolio of the Infodisc group by supporting licensees to publish DVD and Blu-ray products

Germany's first independent Blu-ray replicator Infodisc Technology GmbH has since then developed into one of the leading independent replicator's world-wide. The newly founded Infopictures GmbH addresses all kinds of content owners publishers and licensees. It is of special interest for licensees who own suitable content but do not have the necessary personnel, equipment or know-how to release them.

The service of Infopictures is also interesting for major publishers with an extensive catalogue that hold licenses which are not released for various reasons and are mostly sublicensed. Infopictures offers to take care of these titles as well as for companies that hold licenses but do not commercialize them themselves can delegate all organizational tasks necessary for a release to Infopictures and concentrate on their core strengths.

Infopictures offers to test archived titles for their marketability in order to generate new sales for promising titles.

www.infodisc.eu

3-D TVs going live

The first 3-D TVs have hit the market, and industry experts who've seen the demos say the technology is impressive.



But price tags in the \$3,000 range for the at-home three-dimensional television experience - the going rate for the TV, a pair or two of special glasses and a 3-D Blu-ray disc player - may be a turnoff for most consumers, many of whom only recently upgraded to pricey high-definition TVs. Buying glasses for every family member - Panasonic Corp. is offering extra pairs for \$150 each - could be another stumbling block.

Panasonic and Samsung Electronics Co. were the first companies to release 3-D sets with launches in the last week. LG Electronics Inc. will start selling its sets in May, followed by Sony Corp. this summer.

(Source: Boston Herald)

Oerlikon Enabling Blu-ray Technology

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www.oerlikon.com



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