



Blu-ray Disc Seminar

Media-Tech Expo, Frankfurt

April 24nd, 2009



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BD Seminar Agenda – April 24th

- 10.00 Welcome BDA / Media-T
 - **Bryan Ekus / Niels Leibbrandt**
- 10.10 Converting a DVD business: HR, Advising & Technical requirements Sonic
 - **Sam Orton-Jay**
- 10.40 BD Format Books & Licensing BDA
 - **Niels Leibbrandt**
- 11.00 BD Encoding considerations Sonic
 - Sam Orton-Jay**
- 11.20 Audio Encoding for BD DTS
 - **Achim Scherner**
- 11.40 Q&A's morning session
- 12.00 Lunch
- 12.30 BD Authoring overview Sonic
 - **Sam Orton-Jay**
- 13.00 BD-Live / BD-J Overview Sofatronic
 - **Dieter Schwengler**
- 13.30 BD Mastering and Replication Singulus
 - **Ruud Broers**
- 14.00 Managing Quality in the Blu-ray Supply Chain Testronics
 - **Johan Craeybeckx**
- 14.30 Q&A's afternoon session





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How are we doing?



Hardware



How are we doing?



Software



Looking forward





Thank You!