



sofatronic
kaleidoscope®



Making BD-Live Happen in Europe
Dieter Schwengler, sofatronic
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ABOUT SOFATRONIC

sofatronic is a leading TV technologies provider for interactive application development for the platform Blu-ray™ and Tru2way™ (OCAP)

- We're a service company, helping the industry on their way to interactivity.
- Founders have proven track record in games & mobile application development (elkware).
- sofatronic Kaleidoscope: BD-J programming the easy (and codeless) way
- Kaleidoscope Live: platform solution for efficient and reliable BD-Live application integration



AGENDA

- What is BD-Live?
- Advantages of BD-Live
- Challenges – how to master BD-Live



TOPIC 1

What is BD-Live?

BD-LIVE

BD-Live is your key to the living room.



- BD-Live is merging physical and non-physical media into a new form of interactive entertainment – without the need to put another box into your living room.
- BD-Live combines the best of two worlds: Put a disc on your shelf that is always up-to-date.
- BD-Live is a two-way channel of communication between the studios and the viewer.
- BD-Live is a bag of potential: Many new ways of enhancing the viewer's experience and therefore differentiate it from DVD (and pirated material).



The background features a glowing blue globe on the left, with a central cluster of hands reaching towards it. To the right, a faint world map is visible against a dark background. The overall theme is global connectivity and community.

TOPIC 2

Advantages of BD-Live

INSIGHTS

Learn about the viewer in front of the screen

BD-Live is enabling studios to communicate with their customers, adding:

- User feedback
- User profiling
- Data mining



PROFILING

Send out your message – to the right one

- BD-Live is enabling studios to new ways of marketing, using user-profile information:

- Targeted Marketing

- Recommendation tools

- By updating discs, studios can add new selling points to 'old' discs.

- Adverts as revenue stream to finance free content.



DISTRIBUTION

Distribute your content on a new channel

- Trailers, new extras, subtitles and many more can be delivered to exactly the persons asking for it.
- Using BD-Live, any mobile device can be connected to the disc (for ringtones, clips, extras, user interface,...)
- BD-Live can be used as a lossless way of delivering digital copies to any mobile devices.



COMMUNITY & COMMUNICATION

Show the viewers a new way to interact with movies



- Viewers are enabled to communicate and play with other users, bringing back the social event of watching a movie.
- BD-Live is the perfect place to build up communities around films and brands.
- By connecting to social communities like Facebook, Myspace, twitter,..., BD-Live enables viewers to share their program with the world.



ROUND UP



BD-Live is making the difference – even on small screens.

- BD-Live opens up a number of new revenue streams through e-commerce, advertising and targeted marketing.
- BD-Live enhances the viewer experience.
- It's the high definition form of combining physical and non-physical media.





TOPIC 3

Challenges – how to master
BD-Live

IT'S NEW – AND IT'S A REVOLUTION



- First of all, we all have to learn that a disc is not finished the day it is sold.
- Rights management, product management, marketing and the internet department have to join forces.
- A new thinking about the product has to be introduced.



FLEXIBLE CONTENT

It's all about the content!



- BD-Live is perfect for recent, brand-new content, done by the studios and by the users.
- Events can be created and bound to the feature on the disc.
- Keeping the disc up-to-date is the key to selling a new disc even years after its release.



BD-Live costs money – but it will reward the courage

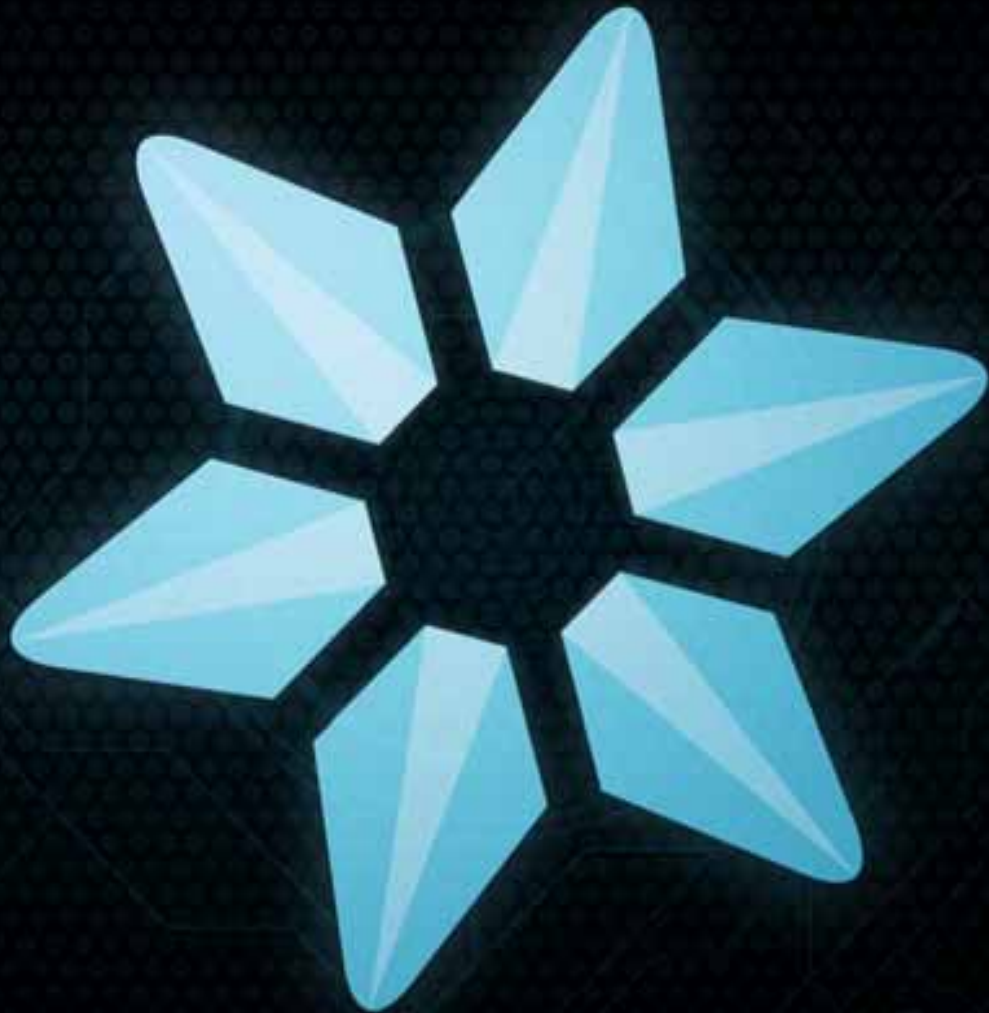


- Many new revenue streams help to refinance the costs of building up a BD-Live portal.
- Integrated solutions are key to an efficient way of staying Live.
- There are a number of potentials to save costs (for marketing, digital copies).





BE BRAVE!



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THANK YOU!