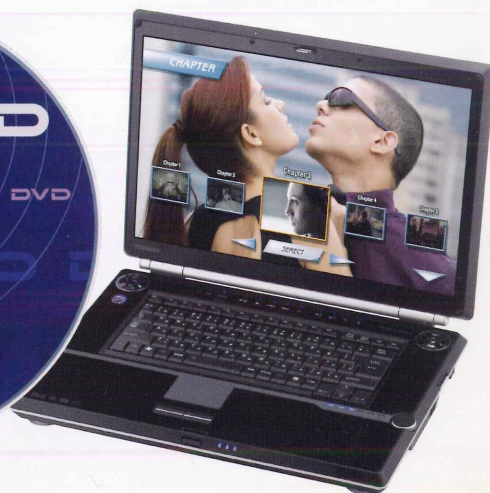
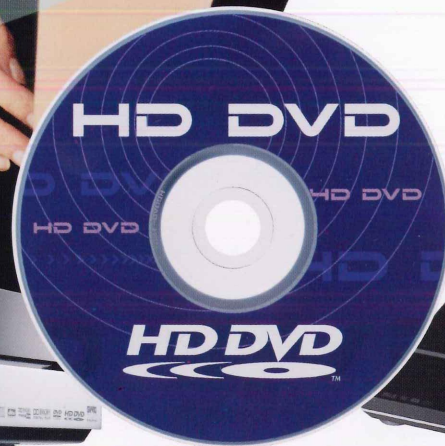


HD DVD



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HD DVD: HERE and NOW



HD DVD: A Superior Viewing Experience

Advanced media filled with surprise and excitement.
Exclusive new features add enjoyment to video entertainment.

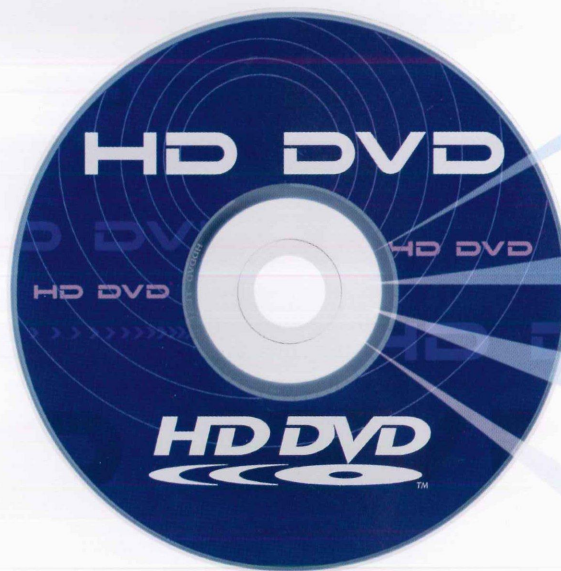
HD DVD is the standard for the high-definition age

Along with the rapid emergence of technologies for high-definition viewing comes the desire to record and play content without a compromise in quality. Now, with the launch of HD DVD, that capability has arrived—combining amazingly high image quality, refined audio capability and new levels of interactivity as the next generation of DVD.

HD DVD has been officially recognized as the next-generation standard for DVD

HD DVD has been adopted by the DVD Forum* as post-DVD media to serve the requirements of next-generation DVD. Such acceptance means HD DVD has been approved as a high-capacity optical disc meeting global standards, which is highly assuring for consumers and ensures broad consumer choice in the future—with a product lineup that has already expanded from playback-only DVD-ROM to recordable DVD-R/RW as well as functionality well beyond conventional media for audiovisual and PC systems.

*The DVD Forum is an international association consisting of 240 hardware manufacturers, software firms, content providers and other users of Digital Versatile Discs.



A lineup of new potential, with the same ease of use

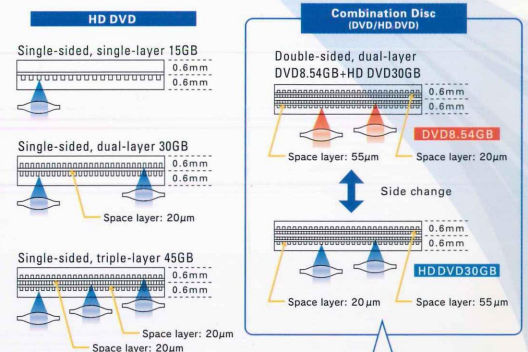
HD DVD shares many of the same production technologies used in the development of conventional DVD. It shares the same basic disc structure, with a back-to-back bonding of two 0.6mm-thick substrates measuring 120mm in diameter. Each HD DVD disc is also fingerprint resistant and requires no cartridge for use, making it every bit as easy to use as a conventional DVD. Furthermore, there are four kinds of HD DVD to choose from: HD DVD-ROM, HD DVD-R, HD DVD-RW and HD DVD-RAM. HD DVD-capable hardware is also backward compatible, allowing you to go on enjoying your existing DVD library even after upgrading to HD DVD.

HD DVD specification

Disk type	HD DVD-ROM (Read-Only)	HD DVD-R (Recordable)	HD DVD-RW (Re-Recordable)*2	HD DVD-RAM (Rewritable)
Single-sided, single-layer	15GB	15GB	15GB	20GB
Single-sided, dual-layer	30GB	30GB	30GB	32GB*1
Single-sided, triple-layer	45GB*1	—	—	—
Double-sided, single-layer	30GB	30GB	30GB	40GB
Double-sided, dual-layer	60GB	60GB	60GB	64GB*1
Double-sided, triple-layer	90GB*1	—	—	—
Image compression technology	MPEG-4 AVC/VC1/MPEG-2			
Sound compression technology	Linear PCM (5.1ch) /MLP (7.1ch) /Dolby digital+ (7.1ch) /DTS-HD (7.1ch)		Linear PCM (2ch) /Dolby digital (5.1ch)	

*1 under development by DVD Forum *2 under proposal by DVD Forum

HD DVD disc structure



Convenience that bridges the generation gap

Combination Disc can also be easily produced carrying HD DVD data on one side and conventional DVD data on the other — expanding the advantage of backward compatibility to the entertainment itself.

Advanced Navigation

HD DVD is capable of offering unique interactive features that are intended to deliver a superior entertainment experience.* From a single disc, many new levels of interactivity are possible. Some possibilities include:

MENU OVER VIDEO



While watching the movie, you can search the menu and make changes to set-up options or access other functions.

FAST SEARCH



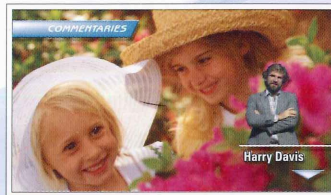
Without stopping the movie, display the scene or chapter list and jump directly to the scene you want to watch.

INTERNET CONNECTIVITY



By utilizing the Ethernet port on your HD DVD player, you may have the potential to easily download a variety of additional content, or purchase the soundtrack or related merchandise you just saw in the movie. These and other interactive features are possible depending upon disc content and future development.*

COMMENTARIES



During the movie, listen to the director's ideas or the thoughts of the actors as they happen in the movie.

GAMES

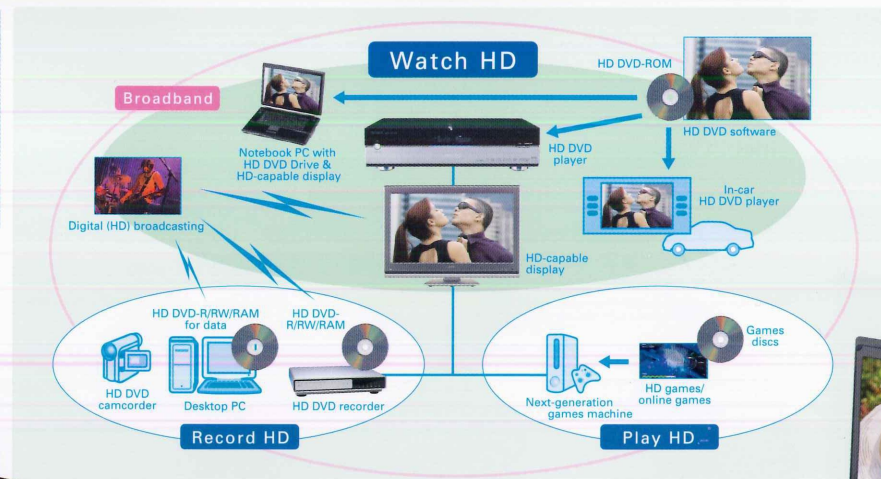


Play an exciting range of new games, specially created to make the most of HD DVD interactivity depending upon disc content and future development.*

*Firmware update may be required for some interactive features depending on content, which may also require an always-on broadband internet connection. Some features may require additional bandwidth.

The world of HD DVD is rapidly expanding

A new era of visual entertainment is around the corner. HD DVD players and HD DVD-ROM drive-equipped notebook computers are poised to begin a rapid pattern of HD expansion that will continue with the release of HD DVD-R/RW discs and HD-capable HD DVD recorders and extend into the future with even further potential.

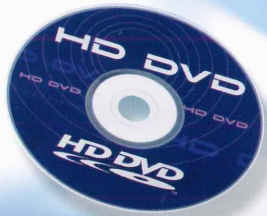


HD DVD player



Notebook PC with HD DVD-ROM drive

●HD DVD Logo is a trademark of DVD Format/Logo Licensing Corporation. ●Output of high definition content may require an HDMI or HDCP capable DVI display. Certain interactive features of HD DVD require internet connectivity. Some DVD media may not be compatible with some HD DVD players.



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