

# The Important World of Optical Media

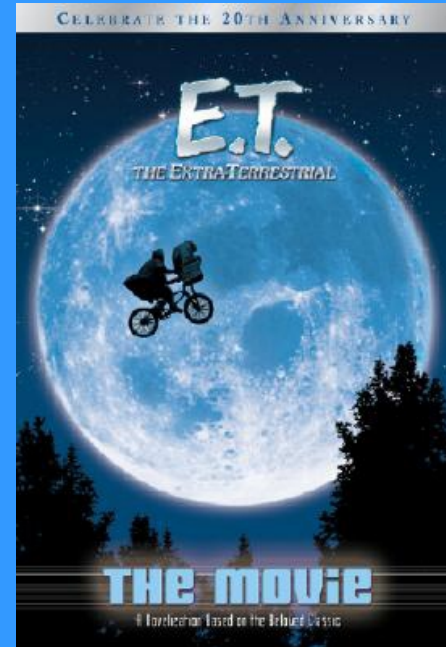


# How we use optical media....



## Music

The Compact Disc replaced vinyl and cassettes



## Movies

The DVD replaced VHS tapes

# How we use optical media....



## Video Games

Both CDs and DVDs have replaced cartridges



## High Definition Movies

Blu-Ray replaced DVD

# How we use optical media....



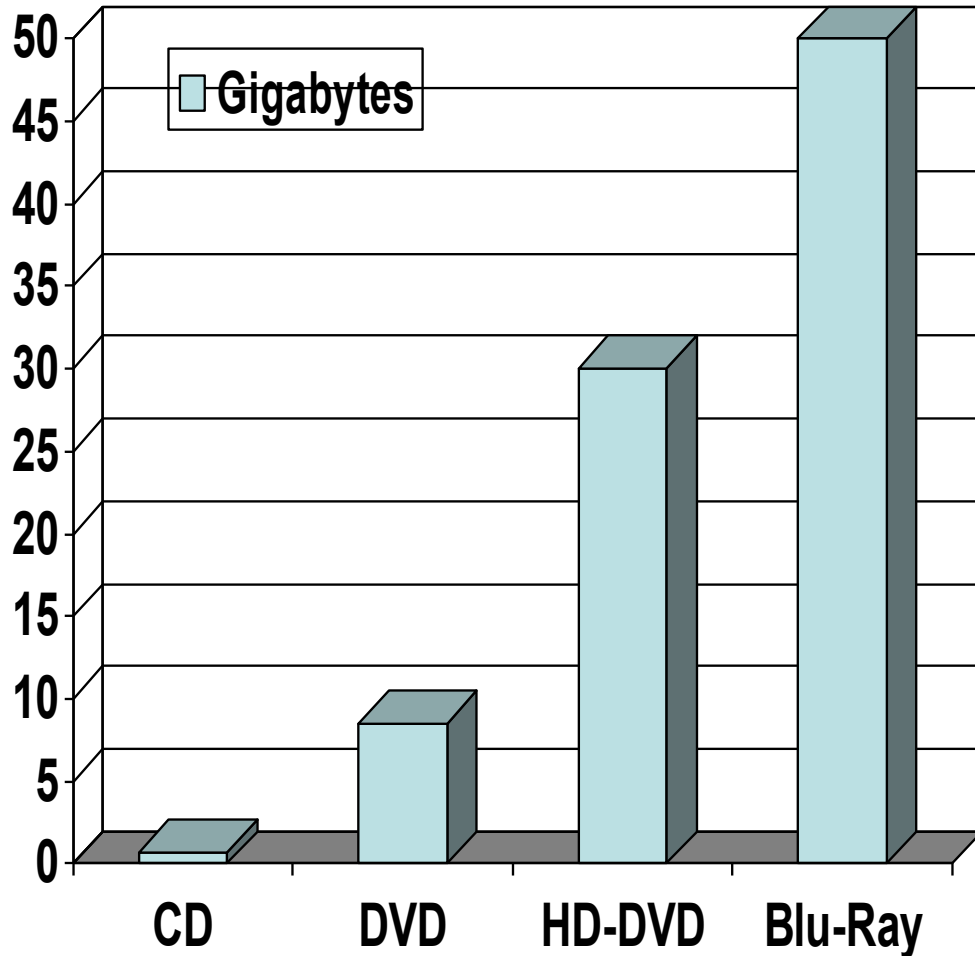
## Computers

Both CDs and DVDs have floppy disks



# The Differences Between Formats

(it's only storage size!)



## Compact Disc (CD)

700MB or 0.7GB

- 80 min stereo audio
- 80 min low quality video

## Digital Video Disc (DVD)

4.7GB - 8.5GB

- 80+ min high quality audio
- 4 hours high quality video

## High Def DVD (HD-DVD)

15GB - 30GB

- 240+ min high quality audio
- 4+ hours high definition video

## Blu-Ray Disc (BD)

25GB - 50GB

- 560+ min high quality audio
- 6+ hours high definition video

# Optical Media Timeline....

**1982**  
**CD**



The CD's predecessor, modern vinyl, was created in 1957 (35 years prior) and played 21 minutes of stereo audio per side.

The leap forward in quality and durability is significant.

**1995**  
**DVD**



The DVD's predecessor, VHS, was created in 1977 (18 years prior) and usually played 2 hours of medium quality video.

The leap forward in quality and durability is significant.

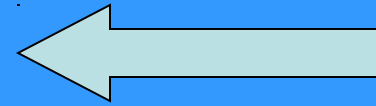
**2006**  
**HD-DVD**  
**& Blu-Ray Disc**



Both formats were launched in 2006, within 3 months of each other, and less than 12 years after DVD.

The leap forward in quality and durability is marginal and sometimes even absent.

# The High Definition War



## HD-DVD Player

Less storage capacity per disc than BD, however equal quality for video and audio. Supported by the DVD Forum, creators of standard DVD, which represents many technology, movie and music companies. Disc size does not affect movie quality.

## Blu-Ray Disc Player



Higher storage capacity per disc, but delivers equal quality video and audio. Developed by Sony and Panasonic and managed by the Blu-Ray Disc Association. Larger disc size does not improve movie quality.



# The High Definition War

- Began in 2006, only 11 years after the introduction of original DVD
- Ended less than 2 years later, after many consumers committed to HD-DVD
- Titles are no longer released for HD-DVD players, meaning HD-DVD players must be replaced with Blu-Ray players to watch new high definition movies
- Unlike VHS, standard DVD is GREAT and still remains a widely accepted medium



# What Does This Mean?

**#1) Hopefully you didn't buy a HD-DVD player**

**#2) Regular DVD discs could reasonably remain a "standard" for movies and audio for 10, 15... even 20 more years**

**#3) You have to buy a new TV to get any benefits out of Blu-Ray**

**#4) For a great many movies, you won't even notice a difference**

**So, now you know a little something about...**



**...these magical discs that we use!**