



Blu-Ray DVD tipped to win  
By ITWeb, 16 January 2006 16-01-2006.

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As the battle continues in the next-generation DVD war, one analyst predicts Blu-Ray disc technology will prevail and become the eventual winner, reports Information Week. Semico Research senior analyst Adrienne Downey says it seems more than likely that Blu-Ray will win. Both the Blu-Ray and its rival HD-DVD formats are blue-laser-based, backwardly compatible with current DVDs and enable more content per disk. Blu-Ray supporters argue the format offers more storage, while HD-DVD supporters say their format is cheaper to make.

Both products are expected to be released around March. Sony, Dell, LG, Panasonic, Samsung and most of the Hollywood studios support Blu-Ray. Toshiba, NEC, Sanyo, the DVD Forum and only two Hollywood studios support the HD-DVD format.

Meanwhile, The Register says Microsoft is hedging its bets on which format will win and has announced it may ship a Blu-Ray disc drive for its Xbox 360 games console instead of HD-DVD if there is consumer demand.