

Blu-Ray Appears to be the Winner in the Race to High Definition

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It's time to put a stake in the ground regarding the future high-definition DVD format: Blu-Ray has won," Semico Research analyst Adrienne Downey wrote. "Walking around CES, it was obvious that much of the enthusiasm and momentum is on the Blu-Ray side." The highly touted next-generation DVD technology has not yet found its way into consumers' living rooms, and the battle between the two competing formats continues unabated, but one analyst has seen enough to declare a winner already. On the basis of her observations at the recent Consumer Electronics Show, as well as recent developments concerning high-definition, digital-video hardware and content, Adrienne Downey, senior analyst at Semico Research, contends that Blu-Ray will dominate its rival, HD DVD.