

Excitement surrounds Blu-ray At NAB

Wednesday, 23 April 2008

Just after the recent NAB show in Las Vegas last week, (with record international attendance levels 28,310 people), One To One caught up with David Wertheimer, executive director of The Technology Center at the University of Southern California, who spoke at the show about new devices and new opportunities. As someone not connected to the replication business, Wertheimer was able to provide an objective opinion about the vibe of the show in terms of Blu-ray.

"There was a collective sigh of relief around the show that HD is here and happening and we know how it is going to go," he told One to One. "With a single format in the optical world, a lot of the uncertainty has evaporated and companies are moving out full speed ahead whether they are content providers or drive manufacturers or media manufacturers or whatever."

The challenge is out there, however, to now do more than provide the movies in high-definition, Wertheimer believes. "If all we end up with is video in high definition, HD DVD should have won because it was less expensive." Consumers, he says, will also rightfully be up in arms. "Thus, there is a call to action now for the tool makers to create tools for a more effective multimedia experience."

For more information:

-

www.nabshow.com