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TITLE

Blu-ray Recordable Disc: Saving Our Most Valuable Content

ABSTRACT

The Blu-ray Disc format is best known for its success as a high definition motion picture distribution medium, but it also includes recordable options for consumers that are less well-known. The Blu-ray Disc Association believes that recordable Blu-ray technology is a vital tool for consumers to protect their irreplaceable digital photos and personal video recordings from the devastating effects of hard drive failures. Recordable discs also provide an effective and convenient way to present content on big screen TVs, and efficiently and easily share HD content with friends and family, particularly where large file sizes make sharing over the internet difficult and time consuming. Many, if not most, consumers are not aware of the risk they take by storing their only copies of personal photo/video data on relatively fragile magnetic hard drives. Taking advantage of the important capabilities offered by recordable Blu-ray alleviates that risk.

In November 2011, the BDA began a "mom blogger" outreach promotion to increase consumer awareness of the volatility problem, and help families take advantage the benefits that recordable Blu-ray media offers. This presentation will provide an initial report of the outreach effort's progress and results, as well as feedback from those who have participated.

BIOGRAPHY

Andy Parsons has worked in the optical disc industry for more than 25 years. He has held technical and senior management positions at Pioneer, Optical Disc Corporation and Discovision Associates. His experience with optical formats began with the early days of Laserdisc, and has progressed through the launches of the CD, DVD, and now Blu-ray Disc formats. Andy is currently senior vice president of advanced product development for Pioneer USA in Long Beach, California, and also serves as a spokesperson and chairman of the Blu-ray Disc Association's U.S. Promotion Committee.