

FORUM

BERLIN 3 SEPTEMBER

DVD

EUROPE 2007

WELCOME to the DVD Forum Europe 2007 conference. The 220-member international association of hardware manufacturers, software firms and content providers that defined the DVD format and now HD DVD – and which celebrates this year its 10th anniversary – has chosen Berlin for its annual 1-day European conference.

Through a variety of sessions, the DVD Forum will fulfil its mandate, namely, "to exchange and disseminate ideas and information about the DVD Format and its technical capabilities, improvements and innovations."

For the first time, a DVD Forum conference will showcase, on large screen HD 1080p projection, leading-edge HD DVD/HDi productions from pioneering authoring studios, that push the creative boundaries. No authoring and production facilities will want to miss what the next-generation format has in store.

Held concurrent with the international consumer electronics fair IFA, conference delegates have the opportunity to "kill two birds with one stone." Berlin is within easy reach of most European cities, and the cost of registration is kept at an all-time low. Sign up as soon as possible. We look forward to seeing you!

08:30 REGISTRATION

09:20 INTRODUCTION *Jean-Luc Renaud, Globalcom, event organiser*

09:30 WELCOME & OPENING REMARKS *Hiroshi Kano, Sanyo, PCC Chair*

09:35 DVD FORUM ACTIVITY UPDATES *Hiroshi Kano, Sanyo, PCC Chair*
Steering Committee, Promotion & Communication Committee, Verification Policy Committee, Format/Logo Advisory Group, Format Logo Licensing Corporation.

10:00 TECHNICAL UPDATES 1 *Hisashi Yamada, Toshiba, TCG Chair*
■ Recording HD (Blue) data onto SD (Red) DVD disc
■ Triple Layer HD DVD and Twin Format,
■ China-only HD DVD-ROM

10:20 TECHNICAL UPDATES 2 *Shoji Taniguchi, Pioneer, WG-6 Chair*
■ CSS Downloading

10:30 COFFEE BREAK

10:50 MARKET DIRECTIONS

- Packaged media in a changing world *Jean-Luc Renaud, Globalcom*
- Next-generation format take-up *Helen Davis Jayalath, Screen Digest*
- HD-ready/full HD display market *Ben Keen, Screen Digest*

12:00 LUNCH

13:20 PRACTICAL TECHNOLOGIES IN HD DVD FORMAT

- AACS (Agreement & Key Transaction) *Representative, AACS LA*
- HD DVD Video/VR (interactive function specification) *Hideki Mimura, Toshiba, WG-1 Chair*
- Professional equipments for codecs (MPEG2 HD, MPEG4 AVC, VC-1) and HD DVD authoring systems *Representative, Microsoft France*
- Replicating and testing HD DVD discs *Laurent Guillaume, QOL*

14:50 PUSHING THE CREATIVE BOUNDARIES

- HDi explained + demonstration *Kilroy Hughes, Microsoft*

15:20 COFFEE BREAK

15:40 GRAND PANEL – BEST HD PRACTICES

- Presentation and demonstration by frontline authoring houses who are pioneering the use of HD DVD/HDi interactive features (on large screen HD 1080p projection)
- Michael Becker, Imagination
 - Hans Henseleit, Interactive
 - Lubomir Celar, DMP
 - Niran Huesing, Nixbu
 - Bertrand Chalon, CMC

16:50 Q&A AND DISCUSSION

- Moderator: Kunihiro Miwa, IBM, TCG Vice Chair
- Panelists: Hideki Mimura, Toshiba; Masato Otsuka, Memory-Tech; Kilroy Hughes, Microsoft; Michael Becker, Imagination; Hans Henseleit, Interactive; Lubomir Celar, DMP; Niran Huesing, Nixbu; Bertrand Chalon, CMC

17:40 CONCLUDING REMARKS *PCC representative*

17:50 END OF PROCEEDINGS followed by **RECEPTION**(tbc)

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THE ORGANISER

The DVD Forum has contracted Globalcom Limited to organise its Europe 2007 conference in Berlin on Monday, 3 September 2007.

Established by Dr Jean-Luc Renaud in 1991, Globalcom Ltd is a UK-based independent publisher and consultant to the European optical disc and multimedia industry.

It publishes www.dvd-intelligence.com – Europe's premier online source of news, data and analysis for professionals involved in DVD and associated fields. It also publishes the annual *DVD and Beyond* magazine (formerly *DVD Primer*). Previously, Jean-Luc was a senior consultant with UK IT company Logica plc. He co-authored the book *The Future of the European Audiovisual Industry*, published numerous articles and is a regular speaker at international conferences.

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REGISTRATION DETAILS

First Name: _____ Last Name: _____ Title: _____
Company: _____ Address: _____
City: _____ Post Code: _____ Country: _____
Tel: _____ Fax: _____ Email: _____

PAYMENT BY CREDIT CARD

Credit cards accepted: Visa, MasterCard, AMEX, JCB

Credit Card Number: _____ Expiry Date: _____
Name on Card: _____ Signature: _____

PAYMENT BY CHEQUE

Cheques should be drawn on a UK bank and made payable in Pound Sterling to Globalcom Limited. They should be mailed, together with this completed form, to: Globalcom Ltd, 26 Windridge Close, St Albans AL3 4JP, United Kingdom

PAYMENT BY INVOICE

Invoice me (tick the box). I will ensure payment is sent before the event

RATES

DVD Forum member belonging to Steering Committees		Free
Other DVD Forum member	Early birds rate (before 20 August 2007)	£70/€100
	Regular rate (after 20 August 2007)	£85/€125
Non member	Early birds rate (before 20 August 2007)	£100/€150
	Regular rate (after 20 August 2007)	£120/€175

CONFERENCE VENUE

Novotel Berlin Am Tiergarten Strasse des 17 Juni 106-108, 10623 Berlin, Germany, tel +49 30 600350, fax +49 30 600356 66. A limited number of rooms for conference delegates are held until 5 August. These double-bed rooms are available for 2 nights - 2 & 3 September - at the special rate of €159/night, including breakfast. While you are responsible for paying your room directly, we can organise the reservation on your behalf. Tick the box above if you want to book this hotel accommodation.

TERMS & CONDITIONS Confirmation will be issued on receipt of payment. Payment must be received before the conference date. For cancellations made before 20 August 2007, a fee of 50% of the invoice total will be charged. Cancellations made after 20 August 2007 will be liable for the full amount. Substituting delegates can be made at any time and must be made in writing.

Your registration comes with a FREE 12-month subscription to www.dvd-intelligence.com

Fax this completed form to +44 (0) 1727 753454
or mail it to Globalcom Ltd, 26 Windridge Close, St Albans AL3 4JP, United Kingdom