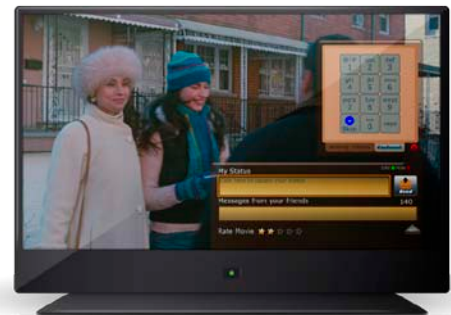


# Enhance Blu-ray with BD-Live!



BD-Live technology delivers creative, interactive and value-added features and functions to Blu-ray disc content -- movie previews, shopping/eCommerce, user communities, live events and gaming. The interactive power of Blu-ray and the BD-LIVE (Java Initiated Virtual Environment) platform of applications and framework, create a richer, more exciting user experience.

The next generation of BD-Live applications makes the Blu-ray experience more interactive and engaging for your customers.

## Media Manager

- Innovative solution that delivers theatrical and home entertainment trailers to customers via BD-Live
- Background Downloader - More flexibility to multi-task while downloading
- IP based Geofiltering - Provide language access for global marketing strategy



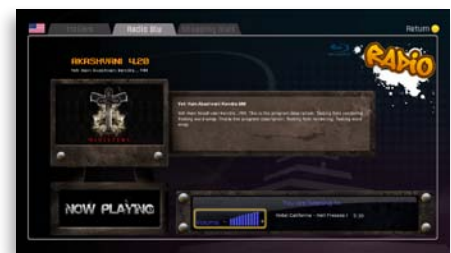
## Social Networking

- Consumers can interact about their favorite movies and shows with others in a community experience
- Viral marketing opportunity to help generate word of mouth advertising



## Radio Blu

- Consumers get more value from their discs with streaming audio just like a radio station



## Shopping Mall

- A standalone BD-Live enabled shopping application that opens new revenue stream for content



## FUTURE PROOF YOUR BLU-RAY™ LIBRARY

With BD-Live, interactive content resides on a remote server, rather than hard-coded on the disc, enabling you to update features and functions whenever you choose.

- Provide new and exciting features that motivate consumers to replace their standard definition titles with Blu-ray versions.
- Re-monetize consumer-owned Blu-ray discs with new content and services to create incremental transaction-based revenue.



## TECHNICOLOR DELIVERS

- Single source supply chain of Blu-ray services
- Specialist in handling large volumes of content
- Leading-edge provider of infrastructure and equipment



**To learn more about how Technicolor can support your Blu-ray and BD-Live capabilities, contact your sales representative.**

### Sales Contacts

#### Technicolor Sales Office USA

Bill Humphrey  
[bill.humphrey@technicolor.com](mailto:bill.humphrey@technicolor.com)  
 2255 North Ontario Street, Suite 350  
 Burbank, CA 91504, USA  
 Phone: +1 818 260 2603

#### Technicolor Sales Office EMEA

Tom Cordiner  
[tom.cordiner@technicolor.com](mailto:tom.cordiner@technicolor.com)  
 Building 1 Chiswick Park  
 566 Chiswick High Road  
 London W4 5BE  
 Phone: +44 208 987-7800

#### Technicolor Sales Office Asia Pacific

Jimmy Kim  
[jimmy.kim@technicolor.com](mailto:jimmy.kim@technicolor.com)  
 30 Loyang Way,  
 #05-23 Loyang Industrial Estate  
 Singapore 508769  
 Phone: +65 6542 5594