

unleash
the **power**
of your **HDTV**

with


TM
Blu-ray Disc

Blu-ray. What your HDTV was made for.

Your HDTV could be so much more. For so little.

For a fraction of the cost of your HDTV, add a Blu-ray player, and see what you're missing: The ultimate high definition viewing experience your HDTV was made for.

Seeing is believing

Mind-blowing 5x picture quality of DVD.*

Hear the difference

Awesome cinema-grade sound.

Watch it all

Blu-ray players will play your existing DVDs too.

Still watching DVDs on your HDTV? You'll be blown away by the Blu-ray difference.

* 1080p lines of horizontal resolution versus 480 with conventional DVD, equals between 5 to 6 times as many screen pixels.

Why you'll love Blu-ray.

It's so easy to get started. All you need:



HIGH-DEFINITION TV +



HDMI CABLE +



BLU-RAY PLAYER OR PLAYSTATION® 3 +



BLU-RAY DISC

See everything

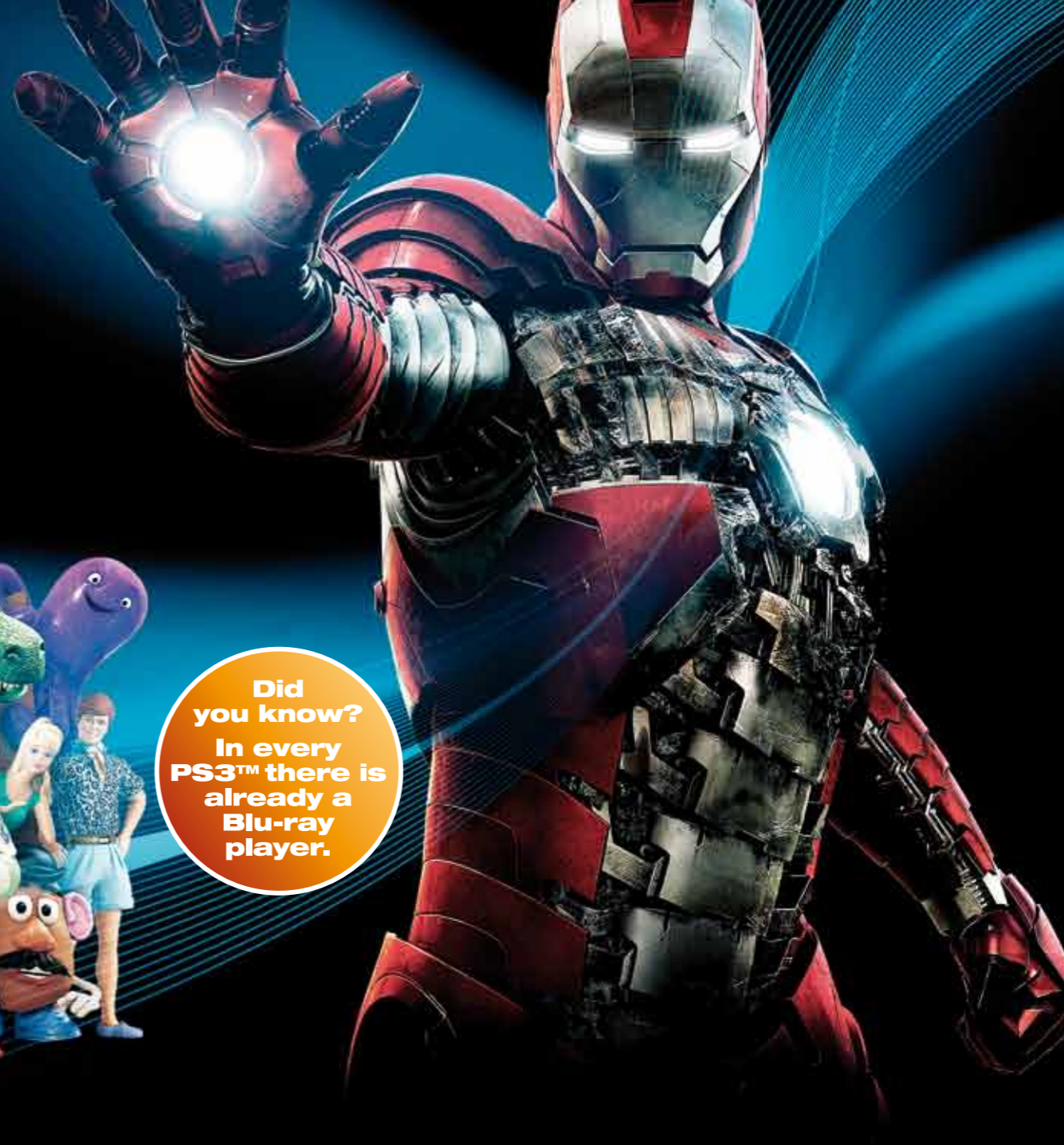
The movies and shows you love, and want to experience in HD, are on Blu-ray. The biggest titles, the best movies - they're all here.

Build a collection

Enjoy your movies for years to come, because Blu-ray discs are built to last.



Did you know?
In every PS3™ there is already a Blu-ray player.



Blu-ray 3D: the next dimension.

3D is the next dimension in home entertainment, and Blu-ray 3D makes it possible.

Get Blu-ray 3D now and:

- Immerse yourself in a whole new dimension
- Bring cinema-style 3D to the living room
- Dive into the ultimate high definition 3D experience
- All 3D players also play all your 2D Blu-ray discs too

Seeing is believing...

Blu-ray 3DTM

Your
PS3TM is
also Blu-ray
3D ready.



Look out for these incredible films and shows on Blu-ray.



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