

Blu-ray Disc Duplication

Welcome to Blu-ray Disc

Blu-ray Disc is the latest format in optical-disc storage and delivery. It was developed to provide large capacities of storage perfect for the next generation of High Definition video content, as well as data storage. The name *Blu-ray Disc* stems from the low wavelength blue color laser that is used to read the disc.

What's the big deal?

Just as the DVD format transformed the content delivery industry when it was released in the mid 1990's, Blu-ray Disc stands to do the same all over again. High Definition video content requires a tremendous amount of space compared to traditional SD (standard definition) video. Blu-ray Disc's large storage capacity and extended feature set are perfect for this next generation of HD video.

So Blu-ray Discs are bigger than DVDs?

Physically speaking, Blu-ray Discs are essentially the same physical size and shape as a CD or DVD. Blu-ray Discs, however, are capable of storing significantly more data and information on them. Their blue laser uses shorter wave lengths than the higher wavelengths used for CD and DVD, so the pits and lands are smaller than on DVDs. These pits and lands, like microscopic mountain ranges, are how data is stored on the discs. Since they are smaller on Blu-ray Discs they can be squeezed closer together and the disc can be read at a faster rate of speed - allowing for more storage space on the same size disc.

More specifically, a BD-25, or single layer disc, can hold up to 25GB (Gigabytes) of data. A BD-50, or dual layer disc, can hold up to 50GB of data. This translates into approximately 4 hours of HD video (or 11 hours of SD video) on a BD-25.

It's not just size

While Blu-ray Discs allow for the storage and distribution of large amounts of High Definition video content, it also brings other new features, including:

- Video capable of 6x the resolution of DVD with 7.1 channels of completely uncompressed audio.
- Increased menu integration, navigation and interactivity with video.
- Internet connectivity and integration.
- Increased resistance to smudges and scratches.
- Lots of space for special features, extras and bonus content.
- Java Software support.

What about compatibility?

Currently, one of the biggest considerations and concerns when working with Blu-ray Discs is compatibility. Compatibility with Blu-ray players is not guaranteed. Some of the first generation of players may require firmware upgrades to play newer BD's. There are also some differences in features available on BD-R and BD discs, like copy-protection, advanced Java Software support and Internet connectivity.

MST Productions offers Blu-ray Disc (BD-R) duplication, including professional printing and a full line of packaging options. We can provide complete authoring and duplication, just duplication or even custom printing on blank BD-R discs. Contact us today for a free quote to see if Blu-ray Disc is right for you!

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