

# MediaPack

The international business magazine for media packaging

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**DESIGN AND MARKETS**

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## Getting to grips with high-def media

No sooner do we get Blu-ray and HD DVD titles on the retail shelves (in the Japanese and the US territories so far), like night follows day, the news is that both Sony and Pioneer have further delayed the launch of their respective next-generation movie players. So we have the media, but only a few machines to play the discs on – not even a PlayStation 3, which has been pitched as the wedge that will crack the nay-sayers, as that has also had its launch date put back to November.

Nevertheless, reading the missives posted on some of the entertainment message boards, it seems that a minority of early adopters have already built up an impressive library of high-def titles and are eager to give their shiny new discs a spin. Some may mock these technophiles, but these affluent early adopters will pay the initial high asking price for the software and hardware and, thanks to internet weblogs and amateur review sites, will propel the interest for next generation media, its technology and its packaging. Thank goodness for people like this!

One of entertainment media's packaging highlights of the year, EMX, is soon upon us (preview on page 14). The main theme of the show this year is high definition media, and is a must-attend event for anyone wanting to learn more about the thoughts, activities and plans of leading content owners, designers, suppliers and retailers. A well-deserved pat on the back will also be given to honour those who have excelled in DVD and media packaging excellence. A review of EMX, as well as a full list of award winners, will be published in the next issue.



Sharon Lock, Editor