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DEG Announces Packaging For 4K Ultra HD Disc **New Package Developed in Cooperation with Major Studios**

NEW YORK (November 10, 2015) – As part of its ongoing efforts to advocate and promote entertainment platforms, products and distribution channels, DEG: The Digital Entertainment Group announced today at CES Unveiled that they developed new artwork and other design elements for the package for 4K Ultra HD Blu-ray content.

The package, which was developed in cooperation with Anchor Bay Entertainment, HBO Home Entertainment, Lionsgate, Paramount Home Media Distribution, Sony Pictures Home Entertainment, Twentieth Century Fox Home Entertainment, Universal Pictures Home Entertainment and Warner Bros. Home Entertainment, is intended to drive more rapid adoption of the new Ultra HD Blu-ray format as well as create greater overall consistency in merchandising and messaging.

“The DEG is pleased to have worked closely with content owners in coordinating the development of both the artwork and messaging for Ultra HD Blu-ray packaging,” said Amy Jo Smith, President, DEG. “Ultra HD Blu-ray will provide an outstanding video and audio experience for 4K Ultra HD TV owners and the DEG is confident that this effort will be appreciated by retailers and consumers alike”.

The new Blu-ray “Elite” package conforms to retail display requirements and features a carbonized black color with metallic silver text and logo. The 4K Ultra HD logo will serve as the header of the package while the Ultra HD Blu-ray logo will be featured on the spine, back cover and disc. The new header will help to differentiate 4K Ultra HD movies from current Blu-ray titles and is aligned with the 4K Ultra HD message used by the Consumer Electronics Association (CEA) to promote the latest compatible televisions. According to IHS DisplaySearch, sales of 4K UHD TVs are expected to reach 100 million units by year 2019.

Additionally, the new Ultra HD Blu-ray package is flexible enough to allow for either single disc or combo pack options; the latter of which provides consumers with both 4K UHD and Blu-ray HD versions of the movie or TV program. The package’s “future proof” design is versatile enough to add a variety of other new features, including High Dynamic Range (HDR) and the latest immersive audio formats.

To help support this initiative, the DEG, in partnership with the CEA, will deliver the 4K Ultra HD message nationwide next year via a series of satellite media tours. These will promote the newest titles for home viewing, along with a number of 4K Ultra HD televisions.

The new Ultra HD Blu-ray titles will be available with the launch of Ultra HD Blu-ray players which are expected in early 2016. The DEG is also working with a number of other platforms and service providers, including Amazon, Comcast, DirecTV, Google Play, and Kaleidescape, to promote 4K Ultra HD.



About DEG: The Digital Entertainment Group

DEG: The Digital Entertainment Group is an industry association that advocates and promotes entertainment platforms, products and distribution channels on behalf of the motion picture, music, consumer electronics and technology companies.

DEG membership is comprised of: Akamai, Alchemy, Alliance Entertainment, Amazon, Anchor Bay Entertainment, BBC AMERICA, bitMAX, BluFocus, CenturyLink, Cinedigm Entertainment, Cinram, Comcast, ContentBridge, Cryptography Research, DTS Listen, Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DreamWorks Animation, GfK Entertainment, Gibson Brands, Google play, HBO Home Entertainment, Houghton Mifflin Harcourt, IMAX, Intel, Kaleidescape, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, Midnight Oil, MovieLabs, Neustar Media, Nielsen Entertainment, NPD Group, One+K, The Orchard, Outpost Media, Panasonic, Paramount Home Media Distribution, Parrot Analytics, PBS Distribution, Philips Electronics, Playster, PricewaterhouseCoopers, RLJ Entertainment, Random Media, Redbox, Rentrak, Rovi, Samsung Electronics, Screen Engine/ASI, ScreenPlay, SellThruCo, Sony DADC, Sony Electronics, Sony Music Entertainment, Sony Pictures Home Entertainment, Twentieth Century Fox Home Entertainment, Technicolor, Testronic, Universal Music Group, Universal Operations Group, Universal Studios Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, W2O Group, Walt Disney Studios, Warner Bros. Home Entertainment, Warner Music Group, and Western Digital.

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