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European LaserDisc Association ensures a co-ordinated market approach



Strong top-level representation from both hardware and software industries at the ELDA press conference, showing (left to right): Mr. L. Vogels, Managing Director Consumer Media, Philips and Dupont Optical Company; Mr. K. Itoh, Manager Visual Products Dept., Panasonic Europe Ltd.; Mr. S. Okamura, Chairman/Managing Director, Pioneer Electronics (Europe) NV; Mr. G. Bastiaens, Director Interactive Media Systems, Philips Consumer Electronics B.V.; Mr. G. ten Velden, Consumer Sales and Marketing Committee, Sony Europa GmbH; Mr. M. Morio, Senior Managing Director, Sony Corp.; Mr. P. de Tourris, B.U. Manager CDI/LaserDisc Consumer, Philips Consumer Electronics B.V.; Mr. F. Struyven, Managing Director Benelux, RCA/Columbia Pictures; Mr. P. Olliff, Head of Production and Technical Services Media Division, PolyGram International Ltd.; and Mr. G. Williams, Vice President of Business Development Europe, Warner Home Video Inc., a subsidiary of Warner Bros.

Through a co-ordinated market approach by all the major hardware and software companies, the European LaserDisc Association (ELDA) will ensure optimum development of the market in the individual countries.

Software availability is a key success factor for LaserDisc, and this condition is now being met by the

support of major film companies including Warner Home Video Inc., a subsidiary of Warner Bros., and RCA/Columbia Pictures, as well as music publishers like BMG Video Intl., EMI Classics, Maxwell Communications Corp., PolyGram Intl., Sony Classical, Teldec Classics Intl. and Warner Music International.

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IMS NEWSLETTER

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PHILIPS



"Our aim is to supply hit movies on LaserDisc at an impulse price point, to enable consumers to build their own film title libraries": Mr. G. Williams, Vice President of Warner Home Video Inc.



"RCA/Columbia will release a full variety of its vast film catalogue in Europe, along with recent blockbusters and new releases": Mr. F. Struyven, Managing Director Benelux for RCA/Columbia Pictures.

All these companies have joined hardware manufacturers Philips Consumer Electronics B.V., Panasonic Europe (HQ) Ltd., Pioneer Electronic (Europe) NV and Sony Europa GmbH, plus the leading disc manufacturing companies, as members of ELDA.

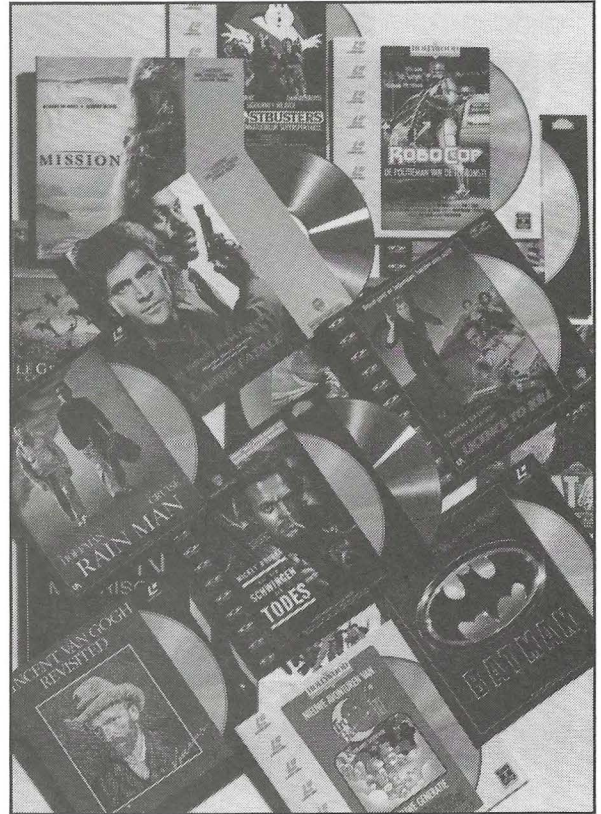
An important element in the marketing of home entertainment software in Europe is languages, since the mass market orientation of LaserDisc makes it essential to offer programmes in the various national languages.

Warner Home Video states that it is now ready to start releasing LaserDisc titles, despite a slow start due to the complex nature of the European market, with over 20 different languages and individual country requirements.

The next step planned by ELDA is the setting-up of working groups in the major markets, which will co-ordinate consumer research, title selection, communication and distribution.

This co-ordinated market approach which is made possible through ELDA will offer important benefits to member companies and to consumers. For example, software availability in the individual markets can be optimised by co-operation between the member companies in the planning stage, while at the

A selection of the new LaserDisc titles which were on display at the Firato exhibition.



same time ensuring the greatest possible variety in line with different local tastes.

Firato press conference

At a press conference held during the Firato exhibition, Amsterdam, on 22 August, the European LaserDisc Association (ELDA) described its objectives and announced its plans for the coming year.

At this press conference, both Warner Home Video and RCA/Columbia stated their intention to support LaserDisc with new releases, and announced that they will release new film titles on LaserDisc at the same time as on video cassette. A constant stream of back-catalogue titles will also be released, resulting in a fast-increasing choice for consumers.

Both companies said they will release new LaserDisc titles in the Benelux, French and German-speaking markets during 1990, with the UK, Spain, Italy and other major European markets to follow in 1991.



The LaserDisc presentation at the Firato exhibition was a joint promotional effort by both hardware and software companies on the Dutch market. Luciano Pavarotti was used as linking element on posters and catalogues, together with the slogan: 'The golden standard for pictures and sound'.

Magnavox to supply 20,000 LaserDisc players and TVs for Whittle project in USA

Magnavox has been selected to supply over 20,000 LaserDisc players and TV sets to Whittle Communications of Knoxville for installation in medical waiting rooms throughout the USA.

This project, referred to as 'Special Reports Television', was created special-

ly for the medical reception environment, and addresses issues of concern to today's families. In a previous project, Magnavox supplied classroom TV sets for Whittle's nationwide schools TV broadcast program.

Each waiting room will be equipped with a LaserDisc player and a 27-inch

colour TV to automatically show and repeat a one-hour program throughout the day.

Field testing of the systems at 20 sites in five major US cities was completed in May, and all systems are scheduled to be delivered by January 1991.

New CDV 400 LaserDisc player introduced



A new introduction at the Firato exhibition was the CDV 400 LaserDisc player, which is added to the existing range of three models.

The CDV 400 is competitively priced (retail price Dfl. 1599.-), and offers the same excellent picture and sound quality as the other second-generation players which were introduced last year, the CDV 495, 496 and 786.

The CDV 400 has an easy-to-operate remote control unit which, like

the player itself, has been designed to meet today's ergonomic demands. Critical consumers will appreciate the RGB signal output via the SCART or Euroconnector, which is partly responsible for the player's outstanding picture quality.

Other key features of the CDV 400 include its ability to play discs with teletext information, programming of 20 music tracks or video chapters, and an on-screen status and programming display.

Joint venture for system integration

A new joint venture company for system integration and application development in the field of laser-optical systems has been set up by Philips Belgium and Devlonics N.V. of Courtrai, Belgium.

The new company, called Devlonics Philips System Integrators (DEPHI), will handle system integration for CD-I, CD ROM and LaserDisc products, with the emphasis on the development and sale of systems, system components, system solutions for specific projects and turnkey application solutions. Existing workstations, peripherals and software packages will be configured and/or integrated for these purposes.

The aim is to integrate existing products to meet customers' specific requirements, or to handle smaller production runs, in situations which cannot be met by standard products from Philips or Devlonics.

The two companies have a long history of co-operation in the field of CD and related products. The joint venture combines the extensive experience of Philips and its worldwide marketing organisation with the expertise of Devlonics in laser-optics applications and projects. DEPHI is based in Hasselt, Belgium.

CD-I training courses in UK

A series of training courses for CD-I designers and programmers will be held at Philips IMS, Dorking, UK during the months September, October and November. These courses are open to all Philips personnel and others who are interested in CD-I programme design and production.

CD-I Designers Foundation Course

The CD-I Designers Foundation Course gives an introduction to CD-I from the designer's perspective, but does not attempt to teach the fundamentals of interactive design. This course lasts 4 or 5 days, and is aimed at experienced interactive designers (e.g. IV, CBT and games designers), who have had a limited exposure to CD-I. All participants are expected to have read the publication

'CD-I - a designer's overview'. Costs are £1200 (4-day) and £1500 (5-day).

CD-I Programmers Foundation Course

The CD-I Programmers Foundation Course presents a detailed description of the CD-RTOS programming language, and is aimed at experienced 'C' programmers. Experience in UNIX or OS/9 is useful. Participants should have read the publication 'CD-I - a designer's overview'. Cost of this 5-day course is £1500.

All course fees include accommodation and meals. For further information or reservations, please contact:

Andrew Lambert
Philips IMS UK,
tel. 0306 - 75777, fax 0306 - 75789.

Philips and CIC Video announce LaserDisc agreement

Philips IMS has announced an agreement with CIC Video, which represents the film companies Universal and Paramount in Europe, to release some of their top movie titles on LaserDisc for the European market.

Some of the titles covered by this agreement are ET, Indiana Jones and the Temple of Doom, Raiders of the Lost Ark, Top Gun, Back to the Future, Beverly Hills Cop and many more. Philips will distribute these titles in France, the UK, Germany, the Netherlands, Belgium, Spain and Italy.

New IMS appointment in USA

Robert A. Harris, 39, has joined PCEC in the USA as vice-president for Professional Interactive Media Systems. He will be responsible for directing sales and marketing of CD, LaserDisc, CD-ROM and CD-I products and systems to professional markets. Mr. Harris was formerly a vice-president of Sony Corp. of America.

The complete course schedule is:

17 - 21 September	CD-I Designers Foundation Course
22 - 26 October	CD-I Programmers Foundation Course
29 October - 2 November	CD-I Designers Foundation Course
19 - 23 November	CD-I Programmers Foundation Course
26 - 30 November	CD-I Designers Foundation Course

RCS and Philips announce co-operation in CD-I

RCS (Rizzoli Corriere della Sera) of Milan and Philips Interactive Media Systems have announced that they will co-operate in the creation of CD-I titles in preparation for the launch of the system on the world market. The titles will cover consumer, educational and professional applications.

RCS is one of the two largest publishers in Italy. According to Mr. Giorgio Orsi of RCS, the co-operation with Philips will give RCS the chance to be at the forefront of developments in multimedia publishing. For Philips, this agreement means that another major publishing house has given its undertaking to support the new CD-I medium.

SERVICE & SUPPORT NEWS

Under this heading, we intend to include short news items about new developments in IMS Customer Service & Support. If you want further information about any items published here, please contact Ton Willemse at IMS Eindhoven tel. (040 - 7) 32947. Service manuals can be ordered from: Mr. H. Hems Philips Consumer Service, tel. (040 - 7) 35516.

- The service manual for the CDV 495/496 is now available in English, German, French, Dutch and Italian.
- The service manual for the VP 310 has been issued in English.
- A training course on the VP 310 was held in Eindhoven from 15 - 17 May.
- A training course on the Grundig CDV 496 was held in Neurenberg in May.
- Help desk training on the CD ROM 401 and CDI 18x was held at Hasselt in May.
- An instruction course for UK dealers on replacement of VP 310 modules is planned to be held in November 1990.
- Upgrading of authoring from the Yamaha YPR-101 to the YPR-201 will be started in the near future.
- The service manual on the AAC7000 Language Learning System is now available.

Hong Kong LaserDisc market has 5000 titles



'Philips - the perfect match' is the message of this Hong Kong advertisement for the new CDV 488 and CDV 770 LaserDisc players.

Philips Hong Kong has just successfully introduced the new CDV 488 and CDV 770 LaserDisc players.

They report a booming market for both LaserDisc players and software, with a choice of over 5000 disc titles on the market, including many recent movies.

This large selection results from the fact that NTSC-format discs are sold there, with consumers using NTSC LaserDisc players in combination with multistandard TV receivers (Hong Kong is a PAL broadcast area).

LaserDisc software is both sold and rented in Hong Kong, with a total of 150 hardware and software outlets. Philips is

represented in 115 of these outlets, providing a strong presence in this market. Some 90 of these shops offer disc rental, and this share is expected to grow strongly in the future.

Further stimulation of the market is expected to come from the introduction of low-end LaserDisc players to reach a broader consumer group, while LaserDisc players are also expected to replace some CD player sales, particularly in the medium-price segment.

Another important factor in the Hong Kong market is Karaoke, which is a popular form of family entertainment. LaserDisc is proving to be the ideal medium for Karaoke, which is mainly a sell-through activity.

Shell 'black book' on CD-ROM

Instead of a 27-volume, 17,000-page book publication, Shell chose CD-ROM as the carrier for its 'black book' - the Material and Equipment Standards and Code.

This manual lists all the materials and other technical items in use by the Shell operating companies all over the world, and is continually updated.

With each issue of the 'black book', a total of 16 tons of paper has to be shipped to Shell's 157 operating companies and 35 associated companies around the world. Since all the Shell companies possess PCs, the decision was

quickly made to switch-over to CD-ROM for more efficient and economic publication of this tremendous volume of data.

The conversion project was handled by Circle Information Systems of Heerlen, the Netherlands, a Philips subsidiary. Particular care was taken to make sure that users can easily retrieve the information they need.

All that the users have to do is link a CD-ROM player to their PCs, and they can access the disc immediately. Some 500 copies of the disc are already in use.