

BDA Starts UHD Blu-Ray Licensing

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The Blu-ray Disk Association announces licensing of the UHD Blu-ray format starts from 24 August 2015-- a necessity before products start hitting stores by the 2015 holiday season.



The format handles high frame rates (60fps) at up to 3840x2160 resolution, as well as immersive object-based sound formats (such as Dolby Atmos as DTS:X) and expanded colour range. In addition an optional "digital bridge" feature allows users to view purchased content on both in-home and mobile devices.

Obviously the playback of UHD Blu-ray discs requires UHD Blu-ray players. The first of such devices should appear at IFA 2015.

"UHD Blu-ray enables the delivery of an unparalleled, consistent and repeatable experience that will set the standard for UHD entertainment, the same way Blu-ray Disc did for high definition viewing," the BDA says. "With the commencement of licensing we would anticipate product announcements from various companies as we approach the 2015 holiday season."

According to IHS the market for UHD content will grow rapidly, with UHD households reaching 95.6 million in 2019, up from 11.7m in 2014.

Go [BDA to Commence Licensing of UHD Blu-ray](#)