

Sony Europe Debuts “VoD Powered by Qriocity”

Written by Marco Attard
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As promised, Sony Europe launches “Video On Demand powered by Qriocity,” a pay-per-view movie streaming service that allows film fans to rent straight to their Sony 2010 network-enabled BRAVIA, Blu-ray Disc player, or Blu-ray Disc Home Theatre system.



“Video On Demand powered by Qriocity” is available across connected Sony devices and includes new releases as well as a wide variety of favourites, classic movies and local language movies, many of which are available in both SD and HD.

Consumer services like Qriocity operate like a digital signage server in the Cloud, serving consumers. You can expect similar services to follow the consumer into professional applications (similar to the route of podcasts and mobile apps).

“Video On Demand powered by Qriocity” can be found by an Qriocity icon on the cross media bar on the main menu of the Sony device. After renting a film, consumers have up to 14 days to start watching their movie, and once playback is started, they have 48 hours to watch the film as many times as they like. Rental prices for SD content start from €2.99 for library content and €3.99 for new releases, while HD content start respectively from €3.99 and €4.99.

OK, one catch...it's only for France, Germany, Italy, Spain or UK. For the rest of us in Europe, we guess we'll just have to "make.believe" with Sony Qriocity.

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