

15 November 2005

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## **Blu-Ray players subsidized by Sony**

*Buy a PS3 and you already have one*

Toshiba signed a deal last week with Chinese hardware producers to embed the [HD DVD technology](#) in various devices that will be launched on the market next year. Toshiba's move will probably not outrun Blu-Ray's popularity because Sony will embed in every PlayStation 3 gaming console the capability to read these discs. It is estimated that Sony PlayStation 3 will be launched on the market with a price between US\$300 and US\$400, sales for 2006 reaching up to 20 million units. So we can say that Sony will launch a subsidized Blu-Ray Player. Big studios like Warner and Paramount joined Sony and when over 20 million of the so called Blu-Ray players will be on the market, companies will have to launch products for [this kind of media](#). Also, Sony owns the Columbia TriStar studios and the