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By: Calin Ciabai, Games Editor



N.E.V.E.R!

[Microsoft: Still No Plans for Blu-ray Discs](#)

The company once again denies rumors regarding improvement

Back in April [we reported](#) that peripheral manufacturer Lite On had an agreement with Microsoft to produce Blu-ray discs for the Xbox 360 consoles. Of course, the giants kept saying that it wasn't true but nobody seemed to actually believe them: since the HD-DVD format was dead, everybody was sure that it was only a matter of time before the Xbox consoles would get a facelift. What did Microsoft do instead? They updated the HD-DVD on their consoles (even though, I must repeat, the format is dead!), they [denied](#) being in talks with Sony to reach an agreement (after previously [admitting](#) that negotiations had started) and, while doing all these things, they kept saying "No Blu-ray!" For reasons we can't understand (and we doubt there is anybody who can), the company really meant it this time: Digital Digest reports that officially, Microsoft has once again denied rumors regarding a Blu-Ray disc for the Xbox 360 console. Never ever. Not this year, not next year - never ever! This makes us remember a rather funny statement made by Microsoft earlier this month: "As we have stated, we have no plans to introduce a Blu-ray drive for Xbox 360. Games are what drive consumers to purchase game consoles, and we remain focused on providing the largest library of blockbuster games available." We agree with that but I doubt Microsoft isn't aware of the fact that the HD-DVD was a huge hit and it would only be natural to move to the new format. I can only agree with the Digital Digest editor who suggested that pride could be the reason Microsoft keeps saying no. What a shame! In two years (at most), we'd probably need 10-15 DVDs to play a game on the Xbox. So, come on, Microsoft!