23 October 2008

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Samsung's BD-P2500 and BD-P2550 Blu-ray Players to Support Netflix Streaming

A very good deal for both parties involved in this deal

Netflix and Samsung partner for movie streaming

A Blu-ray player that can, at the same time, stream movies from an online movie-rental service? Now that's an expensive device, one might think, which won't arrive on the market anytime soon. Well, actually, it would seem that the cost of such a product won't be that exaggerated. As a matter of fact, you can go to the nearest store and purchase one right now, since Samsung and Netflix have just announced that the Korean company's BD-P2500 and BD-P2550 Blu-ray disc players will be able to stream Netflix content after a few minor firmware tweaks.

Apparently, the whole streaming process is a pretty easy and intuitive one, but in order to be able to access the Netflix movies, users will require a wired broadband Internet connection. To access the movie content, they will have to visit the Netflix Web site and add the video clips to their individual instant Queues. Those choices will automatically be displayed on members' TVs and available to watch instantly through the Samsung players.

Once selected, movies will begin playing in as little as 30 seconds. By using the players' accompanying remote control, Netflix members will be able to browse and make selections right on the TV screen and also have the ability to read synopses and rate movies. In addition, they will have the option of fast-forwarding and rewinding the video stream.

Given the fact that the state of the economy is not a particularly good one, Samsung's reps are trying to do their best in order to convince customers that the partnership with Netflix is quite beneficial for them. "In its new form, Samsung Blu-ray players become the ultimate content delivery box, combining on-demand access to movies and jaw-dropping Full HD viewing," said Reid Sullivan, vice president of Marketing, Audio/Video & Imaging at Samsung Electronics America. "Samsung presents a new value proposition for Blu-ray players by positioning it as a portal to a world of engaging digital content, be it Blu-ray discs, movies from Netflix or other online content."

While they're not exactly the cheapest Blu-ray players around, the BD-P2550 and BD-P2500 aren't that expensive, either, since they retail somewhere in the vicinity of 400 US dollars (or less, depending on the particular deal you'll be getting from your vendor). Furthermore, if you already happen to be the owner of such a standalone player, you can upgrade the firmware of the device to support the new Netflix streaming functions, at no additional costs.

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