

all you need to know

what is it?

Blu-ray Disc, known as Blu-Ray, is the latest form of consumer video format. It follows a long list of predecessors including Beta, VHS and DVD. Blu-ray was developed to enable recording, rewriting and playback of High-Definition (HD) video as well as storing large amounts of Data. Blu-ray has FIVE times the storage capacity and FOUR times the image quality of DVD.

why is it better?

Blu-ray is the format of the future, it will eventually replace DVD. Blu-ray has superior image quality and is designed to cater for large and modern LCD and Plasma Display Panels. A standard DVD played on a high-end LCD or Plasma screen will have slightly degraded picture quality, whereas a Blu-ray Disc provides crystal clear images. Video stored on a Blu-Ray disc will stand the test of time.

future proof your projects



STANDARD DVD



HIGH DEFINITION BLU RAY

how we do it

All of Livewire's Blu-ray content is shot on the latest Sony Full High Definition XDCamHD (PDW-700) camera with Broadcast Lens and edited using one of our high-end post production facilities.



for more info or

to see blu ray in action

contact livewire today!