



Monday, 10 November 2008

## Despite Blu-Ray's victory, DVD remains format of choice

Even though Blu-Ray has prevailed as the victor in the war of the next generation optical storage formats, the standard definition DVD format isn't likely to die a sudden death anytime soon.

"That's because Blu-Ray is still a new technology and it doesn't yet have sufficient enough market penetration to compete effectively with its predecessor on the price front," says Ingram Micro South Africa's Hilton Haefele.

"With a price tag that can easily be as high as twenty times that of a standard definition DVD drive, staying with the legacy format is a no brainer for now," he continues.

"So, we are still investing heavily in stocking DVD-drives," he adds.

Haefele says that South Africa's bandwidth constraints and the fact that the majority of the software industry is reticent to the concept of distributing their products online has resulted in the need for optical storage persisting.

"In the business market, we only really see a use for DVD and other optical formats when it comes to software distribution and installation.

"When users have to share data, they e-mail it around," he says, "or at worst, copy it onto a flash-based thumb drive that is reusable.

"Rather than DVD itself coming under fire then, it's the entire optical storage space that's feeling the pressure of redundancy," he adds.

While Haefele admits that Blu-Ray is likely to see good uptake in the consumer sector, this uptake will only really result from home users' need to be on the cutting edge when it comes to video.

"And furthermore, until there's an abundance of Blu-Ray titles available, that need won't be all that strong. It will take at least two years for us to reach this stage in Blu-Ray's lifecycle," he says.

INGRAM MICRO (PTY) LTD  
(Reg. No.: 2007/000032/07  
32 Milky Way Avenue •  
Linbro Business Park •  
Frankenwald •  
Johannesburg  
P O Box 3452 • Randburg •  
2125 • South Africa  
TEL. +27 11 553-2600  
FAX. +27 11 553-2700

Directors:

LC Baxter; NDJ Carroll (alternate to LC Baxter); KVH Everaet (Belgian); JH Fourie;  
GR Fullerton; A Maquet (French); JAA Vandenbussche (Belgian)

“So until then, DVD will remain the market standard and in our opinion, the format that resellers should continue to recommend,” he concludes.

Ingram Micro South Africa is a distributor of Samsung and LG optical drives – interested resellers can contact the company on (011) 553-2600.

*ENDS*

**About Ingram Micro South Africa**

Ingram Micro South Africa is a joint venture between Ingram Micro Europe, a division of Ingram Micro Inc, (NYSE: IM) and MB Technologies, established to market and distribute components and other technology products to VARs, system builders and integrators, and manufacturers throughout sub-Saharan Africa.

**About Ingram Micro Inc.**

Ingram Micro Inc. is the world's largest technology distributor. As a vital link in the technology value chain, Ingram Micro creates sales and profitability opportunities for vendors and resellers through unique marketing programs, logistics services, technical support, financial services and product aggregation and distribution. The company serves more than 150 countries and is the only global broadband IT distributor with operations in Asia. Ranked 70 on the Fortune 500, Ingram Micro generated \$35.05 billion in revenues for fiscal year 2007.

Visit [www.ingrammicro.com](http://www.ingrammicro.com) or [www.ingrammicro-europe.com](http://www.ingrammicro-europe.com)

**Contacts:**

Sharon Leu Shing  
Ingram Micro  
Tel: +27 11 553 2600  
Email: [Sharon.LeuShing@ingrammicro.co.za](mailto:Sharon.LeuShing@ingrammicro.co.za)

**Issued by:**

Deborah O'Connell  
puruma business communications  
Tel: + 27 11 781 0097  
email: [IM@puruma.com](mailto:IM@puruma.com)