

Tech Trends

Buy A Movie On Blu-ray And Watch It On The Go

(NAPSA)—Technology is making it easier to take your movie with you wherever you go.

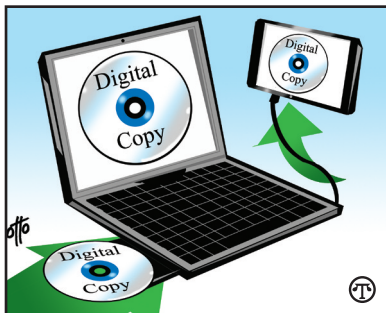
When you buy a Blu-ray Disc movie, as an added bonus you can enjoy a Digital Copy that allows you to download the same film to your favorite portable device.

For no extra cost, this bonus Digital Copy comes with the Blu-ray Disc and loads digitally via easy-to-follow instructions into a PC, Mac, smartphone, tablet or other portable device. Now the movies you enjoy at home on Blu-ray Disc in high definition with razor-sharp images and crystal-clear sounds can also travel with you.

This way, you can also view your favorite movies:

- on vacation
- on a business trip
- during flights and commutes
- in a college dorm room
- in a family car trip
- at a friend's house
- anywhere in your home.

This addition means more freedom and flexibility to choose when and how you watch films. Transferring is quick and easy. Look inside the package for the Digital Copy web address and corresponding code. Go online and type the web address. You will be prompted to enter the code. From there, you will be able to transfer the movie to your computer. Once it's on your computer, you can also add it to your mobile devices.



Buying a Blu-ray Disc also lets you get a bonus Digital Copy of your movie that easily downloads into your favorite portable device so you can watch your film wherever you go.

The copy can be transferred only once, but it's yours to keep and it can be viewed as many times as you want. Having access to Digital Copy is an asset to any mobile device, especially for occasions such as a family vacation or airline flight. Studios now also sell "Combo Packs," which contain a Blu-ray Disc, a digital version and a DVD for those who have a variety of playback devices in their homes.

All this means greater choice for the consumer. You can enjoy the quality of Blu-ray Discs at home, while enjoying the flexibility of having a Digital Copy to take with you on your portable device.

For more information on the Digital Copy, go to www.wbdigitalcopy.com.