



Working of Blu-ray & HD-DVD Discs

Wasim Aijaz Hussain

Assistant Professor, Department of Electronics & Communication,

Malla Reddy University, Telangana, India

Email: Wasim.ah@mallareddyuniversity.ac.in

Abstract:

Winning over customers becomes one of the most important corporate fights when competing new technologies exist and only one is thought to survive. This study provides the results of a poll given to 1,495 people during the initial phases of the DVD format war, testing their understanding of HD-DVD and Blu-ray. Initially, HD DVDs had more audience familiarity than Blu-ray, according to the findings. We develop a model that predicts consumers' familiarity with various formats based on four demographic and four characteristic dimensions.

Keywords:

Blue-ray, Cronbach alpha, HD-DVD, Technology, VCR (Video Cassette Recorder).