

Blu-Ray's Last Move

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The market window (before digital downloads and VoD overtake movie disc sales and rentals) is rapidly closing. Retail chains will slash prices of Blu-ray players to provoke mass adoption of the hi-def movie format. In USA, entry-level Blu-ray players have already dropped below \$230 at major retailers-- including Target, Wal-Mart Best Buy. Some predict a cost below \$150 before Christmas.

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