

Endless entertainment

The interactive capabilities of HDi enable studios, filmmakers, postproduction houses, and interactive media companies to create the future of home theater interaction. Because when the entertainment is endless, so are the opportunities. Available only on HD DVD.

Endless entertainment means endless possibilities. From innovative picture-in-picture functions to downloading up-to-date trailers to on-demand bonus content, HDi gives you the power to push the interactive features on HD DVD to the limits of your imagination, with technology that works today. So start building loyalty to your high-definition format. Only on HD DVD. Only with HDi.

3:35 P.M.

CONNECT WITH CONTENT.

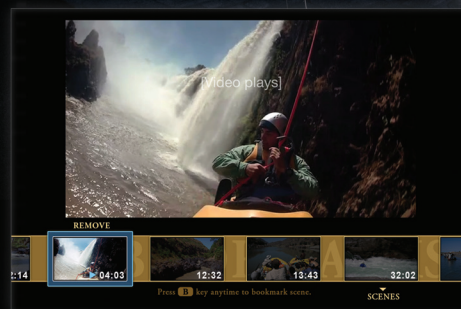
Every HD DVD player features a network connection so viewers can automatically download the latest content enhancements like streaming audio and video commentary, new audio languages, and movie trailers every time they watch. So there's something new to see and hear.



6:54 P.M.

MAKE THE SCENE.

Give your audience the power to create their own experience. With the bookmarking feature, viewers can "clip" their favorite scenes and save them on their HD DVD player. So on second viewing, they can jump straight to their bookmarks, create montages, or relive favorite parts of the film whenever they want.



9:06 P.M.

AD IT UP.

Break through the barriers to your audience with menu-driven contextual marketing elements. HDi lets you create offerings and integrate them into interactive features or even the movie experience itself. When content and offers are related, your audience is more receptive to your message.



Microsoft HDi



THIS ISN'T SOMEDAY. THIS IS NOW.
ONLY WITH HDi. ONLY ON HD DVD.

THISISHDDVD.COM

9:07 P.M.

HDi™ IS WHERE HOME THEATER INTERACTION BEGINS.

You decide where it ends.

HDi is Microsoft's implementation of the HD DVD interactivity layer. This flexible development platform lets studios, filmmakers, developers, postproduction houses, and marketers tap into the full potential of HD DVD. HDi transforms the way you watch movies with enhanced content and consistent navigation not possible on standard-definition DVDs, so you can give your viewers a fresh viewing experience every time they push play.

12:57 A.M.

DON'T JUST SIT THERE.

Give your title activities that engage everyone in the room. By adding audience participation content, you can boost second-viewing appeal and help viewers connect with each other as well as with your movie.



4:26 A.M.

REEL CONNECTION

HDi lets you create interactive features that give your viewers more ways to connect and develop communities with interests related to your film. Viewers can answer poll questions and compare responses with each other or with other viewers online. Or empower them to make a difference with cause-related features like newsletters and online donations.



8:33 A.M.

OPEN FOR BUSINESS

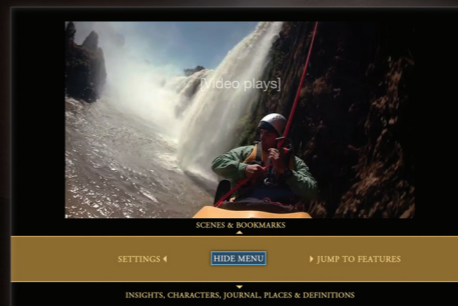
Only HD DVD has market-ready technology that lets you embed contextual shopping into your title. Viewers can browse movie-related merchandise via their HD DVD menu and, with the network connectivity standard on all HD DVD players, also make purchases or request e-mail offers.



12:33 P.M.

DISCOVER MORE. WATCH MORE.

Make interactivity part of the viewing experience. On-the-fly menus let viewers access settings, features, and navigation without interrupting their movie watching. With a seamless division between content and features, second viewings are easier and more enjoyable.



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