



News release

BFI to launch DVD and Blu-ray 'Dual Format Editions'

The BFI announces today the introduction of 'Dual Format Editions', in which both the DVD and Blu-ray versions of selected releases – main features and extras alike – will sit side-by-side in a competitively-priced single package.

Dual Format Editions launch on 26 April, at RRP £19.99, with two classics from the master of Japanese cinema, Yasujiro Ozu: **Tokyo Story** (1953) and **Early Summer** (1951). Over the next 12 months a total of 25 releases will be packaged in this way.

Sam Dunn, Head of BFI Video Publishing, comments:

'The idea behind Dual Format Editions is to provide film lovers with the ultimate win-win solution in a time of financial uncertainty and technological confusion. Not only does the price mean that the BFI's quality Blu-rays are instantly more affordable, but the inclusion of both DVD and Blu-ray in a single package means that the DVD buyer is safeguarded against upgrades they may make in the future at no extra cost.'

Existing Blu-ray customers will benefit both from the lower price and from the inclusion of a DVD, which offers greater flexibility for viewing away from the home cinema environment.

Other titles lined up for the BFI Dual Format treatment this year are the Quay Brothers' exquisite **Institute Benjamenta** (1995); Tony Garnett's controversial **Prostitute** (1980); celebrated James Bond director Guy Hamilton's long-lost **The Party's Over** (1965) starring Oliver Reed; Gerry O'Hara's swinging **The Pleasure Girls** (1965) starring Ian McShane and Klaus Kinski; a collection of acclaimed Hollywood director Tony Scott's early films, including **Loving Memory** (1970); and Mike Sarne's colourful Swinging Sixties masterpiece **Joanna** (1968).

Over the past 18 months the BFI has embraced the Blu-ray format and built a unique and exciting catalogue of High Definition releases. Providing a platform for both critically acclaimed and little-known films, the BFI Blu-ray range not only includes classics such as *Saturday Night and Sunday Morning*, *Red Desert* and *Salò*, but also showcases lesser-known, but equally arresting, works by unduly neglected filmmakers like Jeff Keen, Bill Douglas and Jane Arden.

Looking ahead, the BFI will continue to present a rich and diverse selection of works on Blu-ray in order to provide viewers with the opportunity to experience and engage with film like never before.

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