

Toshiba Bows Out

Toshiba Cancels HD-DVD! Format War Over!

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It is over! The format war between Blu-ray and HD-DVD has come to an end! On NHK, Japanese TV, a reporter for the channel has made the announcement that Toshiba will halt production of HD-DVD players and conceding a loss to the Blu-ray group. He said that Toshiba will be making the formal announcement within a few days.

With Blu-ray featuring a commanding lead over HD-DVD worldwide, the choice was beyond obvious. It's estimated that Blu-ray commands 90% of the high-definition market, and with 10 million PlayStation 3s out there, it's certainly a big boost for the format. Additionally, with retailers and studio support dropping left and right, HD-DVD had no ground to stand on anymore. Toshiba will continue to liquidate HD-DVD stock, but production has been officially ended.

This loss could cost Toshiba an unspecified figure of hundreds of millions US dollars. Hopefully, Toshiba will be able to recoperate much of that loss with their Blu-ray products. As we reported earlier, it looks like Toshiba is planning Blu-ray players of their own to go on sale this Summer.

Stay posted for more.