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Cinevolve Releases Initial Lineup on DVD and Blu-ray

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Sooner than expected, new distributor Cinevolve Studios will join the growing number of independents releasing Blu-ray Disc.

Los Angeles-based Cinevolve Oct. 21 (prebook Sept. 23) will street two Blu-ray titles day-and-date with the DVDs:

Holiday Favorites with the Wonderland Carolers, a collection of 33 contemporary carols; and *The F Word*, a half-fiction story about a radio DJ forced off the air

due to unpaid indecency fines. The Blu-ray versions of these films will be \$22.95, the DVDs will be priced at \$14.95.



The Line, an Australian offering of the American "good cop, bad cop" genre, will street Nov. 25 (prebook Oct. 21). *The Line* will be priced at \$29.95 for Blu-ray Disc and \$22.95 for DVD.

Originally, Cinevolve wasn't planning on releasing its Blu-rays, under the banner CineBlu, until after the company released its first DVDs.

"If we're going to support this format, we figured we should do it with our initial DVD lineup," said Arik Treston, CEO and co-founder of Cinevolve.

As for the low price points, Treston said that lower profit margins are expected.

"We're not gonna have a title like the studios, and they're going to keep doing \$39.95 SRPs," he said. "We know the realities of distribution and the independent business. Our customers aren't going to support a \$49.95 price tag. We have very strong deals in place with authoring houses and replicators."

Going forward, Cinevolve plans on releasing many Blu-rays the same day as its DVDs, Treston said. DVD-only offerings of the 2004 Sri Lanka tsunami documentary *Becoming Family* (Nov. 11) and the "Star Wars" documentary *A Galaxy Far, Far Away: Special Edition* (Dec. 2) are up next for the company.