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DEG HONORS INDUSTRY'S BEST AT CES 2010
Industry Group Presents Awards for 2010's Top Blu-ray Disc Titles,
Most Innovative Consumer Electronics Products and Retailers of the Year

LAS VEGAS (Jan. 6, 2011) – DEG: The Digital Entertainment Group held its 14th annual reception during the International Consumer Electronics Show (CES) to award top honors for digital entertainment products and retailers who excel in the marketing of these products.

DEG Retailer of the Year Awards

The DEG presented its industry awards honoring the Retailers of the Year. Three retailer awards were established to recognize excellence in merchandising and promoting both (1) new digital entertainment products and (2) Blu-ray Disc titles during the past year. The selection was made based on nominations by consumer electronics, IT manufacturers and content providers who are members of the DEG. These members voted for the hardware retailer and the content providers – both the studios' home entertainment divisions and the music companies – voted for the software retailer. DEG members were asked to consider national, regional and online retailers in their voting.

In the category of National Retailer of the Year for Hardware, the membership voted for mass merchant Best Buy, citing their visionary approaches to displays and merchandising and support of emerging technologies. In the Regional Retailer of the Year for Hardware category, the membership chose Nebraska Furniture Mart, a specialty retailer with locations in three states for its support of complete lines of all hardware categories and demonstrations of new technologies.

For the category of Retailer of the Year for Software, the membership overwhelmingly voted for online retailer Amazon.com. The e-tailer was selected based on its innovative approach to driving Blu-ray 3D, as well as creative new consumer promotions behind EST, VOD and MOD.

The DEG Emiel N. Petrone Digital Innovation Awards

In memory of the DEG's founding Chairman Emiel N. Petrone, the DEG has three awards to acknowledge the year's most outstanding digital entertainment products released in calendar 2010 in the categories of Sight, Source and Sound. Selected by a panel of product reviewers from the industry's home theater enthusiast publications, the following three products were awarded with the top honors:

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DEG AWARDS 2-2-2

The DEG Emiel N. Petrone Digital Innovation Award for SIGHT
Panasonic for the TC-P50VT25 50" Viera® Full HD 3D 1080p Plasma

The DEG Emiel N. Petrone Digital Innovation Award for SOURCE
Panasonic for the DMP-BDT100 Full HD 3D Blu-ray Disc™ Player

The DEG Emiel N. Petrone Digital Innovation Award for SOUND
Sony Electronics for the STR-DA5600ES 7.1 Channel Network Multi-room A/V Receiver

DEG Creative Excellence Awards

The DEG also awarded six honors to acknowledge Creative Excellence in Blu-ray Disc titles released in calendar 2010. The judging panel, nominated by the motion picture studio and music company members of the DEG, consisted of reviewers and industry reporters from trade, entertainment and daily consumer news organizations. In addition to overall sound and picture quality, all titles were considered for those features that best demonstrate the value-added nature of the format. The DEG Creative Excellence Award Winners for 2010:

Theatrical Title of the Year
Avatar Extended Collector's Edition
Twentieth Century Fox Home Entertainment

Classic Title of the Year
The Sound of Music 45th Anniversary Edition
Twentieth Century Fox Home Entertainment

TV Title of the Year
Lost: The Complete Collection
Walt Disney Studios Home Entertainment

Non-Theatrical Title of the Year
Life (Narrated by David Attenborough)
BBC/Warner Home Video

Music Title of the Year
The Promise: The Darkness On The Edge of Town Story
Columbia Records/Sony Music Entertainment

3D Title of the Year
Disney's A Christmas Carol
Walt Disney Studios Home Entertainment

DEG: The Digital Entertainment Group is a Los Angeles-based, industry-funded nonprofit corporation that advocates and promotes the many consumer benefits associated with various home entertainment products, including both physical and digital media on a variety of platforms. The DEG helps provide information and perspective about the home entertainment industry. The DEG also offers a forum for member companies to engage in ongoing discussions concerning various opportunities related to promoting established categories, evaluating and discussing new entertainment platforms and investigating supply chain efficiencies. The DEG membership is comprised of: A&E Home Video, AGI Polymatrix, Akamai, Amazon.com, Anchor Bay Entertainment, Arvato Digital Services, Blink Digital, Blockbuster, BluFocus, Capgemini, Cinram, Cryptography Research, Deloitte, Deluxe Digital, Direct Brands Inc., Dolby Laboratories, DTS Entertainment, DV&A, ESPN, Flyer Entertainment, GDMX, HBO Home Entertainment, Image Entertainment, IMAX Corporation, JVC USA, LG Electronics, Lionsgate, MGM Home Entertainment, Microsoft, Mitsubishi Digital Electronics America, MOD Systems, Monster Cable, NCR, Netflix, Nielsen Entertainment, NPD Group, Panasonic, Paramount Home Entertainment, Philips Electronics, Pioneer Electronics (USA), RCDB, RealD, Redbox, Rovi, Samsung Electronics, Savvis, ScreenPlay, Singulus Technologies, Sonic Solutions, Sony DADC, Sony Electronics, Sony Music Entertainment, Sony Pictures Home Entertainment, SRS Labs, Summit Entertainment, Technicolor, Teradata, Testronics, THX, Toshiba America Consumer Products, Trailer Park, Twentieth Century Fox Home Entertainment, Universal Music Group, Universal Operations Group, Universal Studios Home Entertainment, Verance, Vivendi Entertainment, Walt Disney Studios Home Entertainment and Warner Home Video.

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