



THX Best Practices Lab to Host 2007 DVDA Excellence Awards

Ceremony at Historic Raleigh Studios in Hollywood, CA

Knoxville, TN, April 12, 2007 --(PR.com)-- The 2007 DVDA Excellence Awards ceremony will be hosted by THX Best Practices Laboratory on the evening of June 21, 2007 in the Chaplin Theater, located at Raleigh Studios in Hollywood. The DVDA Excellence Awards program one of the industry's longest running events and the only DVD awards judged exclusively by peers. The purpose of the DVDA Excellence Awards is to honor skill, creativity and craftsmanship in various aspects of DVD production and authoring.

“This year, the DVD Association, in recognition of the growing importance of Next Gen High Definition discs, has opened the DVDA Excellence Awards to all formats: DVD, Blu-Ray and HD DVD,” says Bernie Mitchell, President of DVDA.

“We are pleased that THX Best Practices Laboratory at Raleigh Studios has agreed to host this event. The facilities are outstanding and allow us to present the Excellence Awards winners in every format, right in the heart of Hollywood.”

Titles do not compete directly against each other, as in typical competitions. Using objective criteria, an independent panel of DVD practitioners assigns each entry a score of up to 100 points. There may be many, or few award recipients in each category. Only entries deemed "excellent" by the judges earn a DVDA Excellence award.

Complete details, rules, regulations and entry forms can be viewed at www.dvda.org

About The DVDA:

The DVDA is a Global Community Dedicated to Fostering the Development of DVD and Related Technologies.

About THX Best Practices Laboratory: www.thxbpl.org

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