

## A Passport for 4K UHD Movie Storage

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WD announces the My Passport Cinema 4K UHD "movie storage device"-- essentially a 1TB external HDD designed for users wanting to store and view 4K UHD movies on Vidity-enabled devices such as Samsung SUHD TVs.



Vidity is a technology allowing customers to download high quality (4K UHD resolution with HDR) movies. It comes via the Secure Content Association, an industry team-up involving 20th Century Fox, Warner Bros, Western Digital and Sandisk.

The drive includes a number of preloaded 20th Century Fox movies, and more titles can be downloaded via M-GO and other Vidity retailers.

"Movie playback from the My Passport Cinema drive provides consumers a hassle-free, immediate experience of premium-quality 4K UHD content on their TVs," WD says. "The technology on My Passport Cinema also enables consumers to take preloaded 4K UHD content anywhere there is a Vidity-enabled TV. We are committed to furthering the development of products that make consumers' interaction with their content a greater experience."

The My Passport Cinema is available now. It will also be included with Samsung JS9000, JS9100 or JS9500 SUHD TVs.

Go [WD My Passport Cinema](#)