

Transformers The Movie 20th Anniversary DVD Lenticular Cover Revealed!



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Credit(s): SONY BMG Music Entertainment

Tuesday, September 5th, 2006 5:51PM CDT

TRANSFORM AND ROLL OUT!!

SONY BMG MUSIC ENTERTAINMENT UNVEILS LENTICULAR COVER FOR TRANSFORMERS: THE MOVIE 20TH ANNIVERSARY SPECIAL EDITION DVD

Fan Favorite Artist Don Figueroa Crafts Special Collectible "Transforming" Cover

New York, New York, September 5, 2006 -- SONY BMG Music Entertainment today revealed the collectible, limited-edition lenticular cover for the TRANSFORMERS: The Movie 20th Anniversary Special Edition DVD on the DVD's official Web site. Being released on November 7, 2006, this one-of-a-kind two-disc set has already become one of the most anticipated DVDs of the year.

SONY BMG revealed the first "transforming" image at Comic-Con 2006. When displayed, fans saw for the first time Optimus Prime appropriately situated in a position of prominence. Joining the Autobot leader are Megatron, Bumblebee, Starscream, Blaster and more of the most popular TRANSFORMERS characters. In August, SONY BMG released the second of two Figueroa images. In this piece, Hot Rod - as he transforms into Rodimus Prime - is grasping the Matrix of Leadership as it lights the Autobots' darkest hour. Above, Unicron begins to destruct, while Galvatron, Arcee and Springer look on.

Since the publication of the two cover images, fans have been speculating about the collectible cover. Beginning today, SONY BMG is providing fans a preview of the lenticular cover on the official Web site of the DVD www.TRANSFORMERSthemovieDVD.com. The image will demonstrate the motion effect of the "transforming" images as the viewing angle changes.

For the 20th anniversary edition DVD, Sony BMG Home Entertainment completely re-mastered and color-corrected the film and will present Optimus Prime, Megatron and the rest of the star-studded Autobots and Decepticons in true splendor through three distinct versions: 16x9 Widescreen presentation, the Autobot Matrix of Knowledge presentation featuring trivia and fun facts about the movie itself; and a full-screen edition.

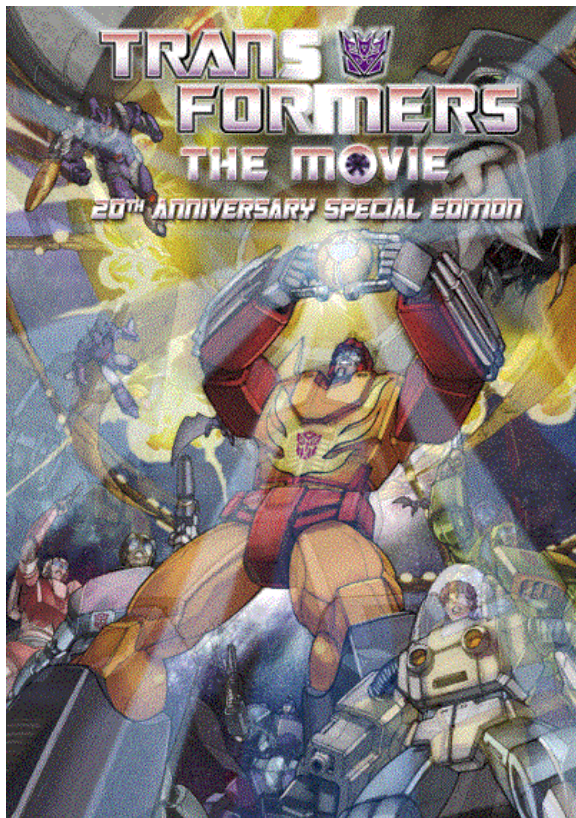
To further commemorate the 20th anniversary of the film, SONY BMG is providing fans with some extra-celebratory content that lets them track back to the true origins of the TRANSFORMERS. After careful consideration and preparation, Sony BMG has scoured the archives for the best TRANSFORMERS-related footage available, and the DVD will include the original commercials for the toy line and movie -- allowing viewers to see how and where the phenomenon began.

TRANSFORMERS: The Movie features the voice of Orson Welles in his final role, as well as stars Eric Idle, Judd Nelson, Leonard Nimoy, Casey Kasem, Robert Stack, John Moschitta, Peter Cullen, and Frank Welker. The DVD also features a winning soundtrack featuring the iconic theme "The TRANSFORMERS" performed by Lion, and the popular "The Touch," performed by Stan Bush. The movie, set in 2005, chronicles the efforts of the heroic Autobots to defend their home of Cybertron from the evil Decepticons and Unicron, a huge robotic creature that devours planets.

For more information and regular updates on TRANSFORMERS: The Movie 20th Anniversary Special Edition DVD log onto www.TRANSFORMERSthemovieDVD.com. New information will be posted each Tuesday leading up to the November 7th release as part of SONY BMG's "Transformers Tuesday" campaign.

About SONY BMG MUSIC ENTERTAINMENT

SONY BMG MUSIC ENTERTAINMENT is a global recorded music joint venture with a roster of current artists that includes a broad array of both local artists and international superstars, as well as a vast catalog that comprises some of the most important recordings in history. SONY BMG is 50% owned by Bertelsmann A.G. and 50% owned by Sony Corporation of America.



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