



Dolby Laboratories Showcases DVD-Audio at Midem

DVD-Audio promoted to audio professionals as the natural successor to the CD format

Cannes, France, 19 January, 2003--Dolby will treat visitors at the 37th Midem international music market, held 19-23 January, 2003, at the Palais des Festivals, Cannes, France, to demonstrations of DVD-Audio, the leading multichannel music format and natural successor to the compact disc.

Dolby Laboratories is the licensor of MLP Lossless™ technology, which enables DVDAudio to deliver a rich, multichannel surround-sound experience that is bit-for-bit identical to the original studio performance. DVD-Audio will be showcased and demonstrated at Midem on stand R39.09, and Dolby's demonstration car, outfitted with a high-performance DVD-Audio system, can be found at stand 21.01.

"We are excited by this opportunity to present DVD-Audio to key audio professionals during Midem," said David Fraser, marketing manager, consumer electronics, Dolby Laboratories. "After only two years, sales of DVD-Audio players have exceeded the number of CD products sold in their respective launch period, and with more than 400 titles now available from a range of artists, including Neil Young, Linkin Park, Alanis Morissette, and REM, we see DVD-Audio becoming a mainstream format for music releases."

About DVD-Audio

The majority of DVD-Audio discs include advanced resolution two-channel and multichannel versions of the album, in addition to a variety of related playback options that deliver a highly compelling, high-value playback experience. "DVD-Audio is the future of packaged audio media, delivering a performance that is identical to the studio master," continued Fraser. "DVD-Audio is recognised as the natural successor to compact disc. Every nuance of the original recording is captured and reproduced with a warmth and natural timbre that simply cannot be matched by compact discs, and that experience is now available in a mobile electronics environment."

In addition to the unmatched audio performance, many DVD-Audio discs include a wide variety of video content, such as song lyrics, album art, artist images and biographies, and even music videos or concert footage. The majority of DVD-Audio discs include a companion Dolby® Digital 5.1 soundtrack, making them compatible with all DVD-Video players. As of the beginning of 2003, there are more than 200 million DVD products worldwide which can play DVD-Audio discs.

About Dolby Laboratories

Dolby Laboratories is the developer of signal processing systems used worldwide in applications that include motion picture sound, consumer entertainment products and media, broadcasting, and music recording. Based in San Francisco with European headquarters in England, the privately held company also has offices in New York, Los Angeles, Hong Kong, Shanghai, Beijing, and Tokyo. For more information about Dolby Laboratories or Dolby technologies, please visit www.dolby.com.

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