



## All Future Sports Broadcasts in Fox Widescreen to Carry Dolby Digital 5.1

### NFC championship game broadcast in Dolby Digital 5.1 marks new era at Fox Sports; network uses Dolby E to enable high-quality multichannel audio distribution

San Francisco, February 3, 2003--Fox Sports' broadcast of this year's NFC Championship Game in Dolby® Digital 5.1 audio to DTV affiliates in Charlotte, Los Angeles, and Washington, DC marks the beginning of a new era for the sports broadcaster. All future events broadcast by Fox Sports in Fox Widescreen will be accompanied by Dolby Digital 5.1 audio.

"In order to deliver the highest-quality experience to our viewers, we decided to incorporate Dolby Digital 5.1 into our Fox Widescreen sports broadcasts," said Jim DeFilippis, vice president, Television Engineering, Fox Technology Group. "Now our viewers can enjoy the full sounds of the game, creating a much more intense and enveloping experience."

Fox's first use of Dolby Digital 5.1 was during its 2002 Fox Widescreen presentation of Super Bowl XXXVI. With the proper equipment installed and the number of Dolby Digital 5.1 affiliates growing, Fox viewers can expect to hear more sporting events, such as its coverage of NASCAR's Daytona 500 on February 16, and future regular programming delivered in Dolby Digital 5.1.

As with its last Super Bowl broadcast, Fox uses Dolby E to easily send the audio from the remote truck through its network and out to the local stations. At the affiliates, the Dolby E audio is decoded and then encoded into Dolby Digital 5.1 for delivery to consumers. Fox purchased a full complement of Dolby products to outfit its remote trucks and network infrastructure.

#### About Dolby in Broadcasting

Dolby Digital makes the DTV viewing experience richer, fuller, and more real. An estimated more than 20 million digital cable, satellite, and terrestrial DTV set-top boxes are able to deliver a Dolby Digital 5.1 audio stream, while approximately 22 million households worldwide have Dolby Digital 5.1 home receivers. As the number of Dolby Digital 5.1-channel devices continues to rise, more television services are broadcasting in Dolby Digital 5.1 sound, delivering an increasing variety of high-quality programming to their viewers. For a listing of programs broadcast in Dolby Digital 5.1 audio, please visit [www.dolby.com/tv audio](http://www.dolby.com/tv audio).

#### About Dolby Laboratories

Dolby Laboratories, the worldwide leader in sound innovation, creates technologies that enhance the entertainment experience, making it richer, fuller, and more involving. For almost four decades, Dolby has been instrumental in defining high-quality audio and surround sound in cinema, broadcast, home audio systems, cars, DVDs, headphones, games, televisions, and personal computers. Based in San Francisco with European headquarters in England, the privately held company has entertainment industry liaison offices in New York and Los Angeles and licensing liaison offices in Hong Kong, Shanghai, Beijing, and Tokyo. For more information about Dolby Laboratories or Dolby technologies, please visit [www.dolby.com](http://www.dolby.com).

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