Dolby Launches Program to Bring Dolby Digital to PC Games

San Jose, Calif., March 3, 2003-Dolby Laboratories has formed a new PC game developer program to help developers incorporate high-quality Dolby® Digital 5.1 audio in their PC games. Building on the tremendous success of Dolby's program for console game developers, the new program for PC game developers will provide the same level of support and service that console game developers have come to expect from Dolby Laboratories, the audio leader in surround sound for games. The new program includes training on Dolby audio development tools, quality assurance, and worldwide technical support.

The development of PC games that use Dolby technology, combined with the embedded Dolby audio technologies available in today's made-for-PC home theater systems, offers PC gamers the ultimate gaming experience. Companies such as Nvidia® and C-Media have optimized their hardware to include the real-time Dolby Digital encoder technology (as found in the Microsoft® Xbox™), providing the highest quality digital audio signal for the PC: Dolby Digital.

Developers who are currently using Dolby technology for their PC games are familiar with the simple process of submitting gold master candidates for review by the internal team at Dolby, and receiving them back quickly with little or no extra programming. Some of the best-selling PC titles over the past year have utilized Dolby Digital technology via the pilot version of the new PC developer program, including *America's Army*, *Unreal Tournament 2003*, and *Delta Force: Black Hawk Down*.

"With recent developments from C-Media and Nvidia, more PC gamers are able to take advantage of Dolby Digital 5.1 audio," said Jack Buser, manager of game developer relations, Dolby Laboratories. "Getting Dolby Digital audio is really easy with the help of Dolby, and will truly set a game apart from the competition."

Dolby Laboratories will demonstrate all of its latest technologies for the PC and all next-generation platforms at this week's Game Developer's Conference in booth 928. For more information, or to find out how to make use of Dolby Digital in a game, please contact games@dolby.com or visit Dolby's game developers website at www.dolby.com/games/developers/.

About Dolby in Games

Dolby audio technology, the de facto standard for next-generation games, makes game play more thrilling and realistic by placing sounds around the gamer in real-time response to the action. Dolby Laboratories has developed groundbreaking interactive encoders that enable real-time Dolby Digital and Dolby Pro Logic® II encoding in all major game consoles and PCs; Dolby also works closely with the game development community to raise the bar in game audio quality. Today, Dolby Digital, Dolby Pro Logic II, and Dolby Surround are incorporated in hundreds of game titles on every major game platform.

About Dolby Laboratories

Dolby Laboratories creates technologies that intensify and enhance the entertainment experience, making it richer, fuller, and more involving. For nearly 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.

Media Contacts:

Adam Anderson, Dolby Laboratories, 415-645-5176, aja@dolby.com
Krys Card Grondorf or Christine Oh, Bender/Helper Impact for Dolby, 562-421-1842 or 310-477-4647 ext. 218, krys_grondorf@bhimpact.com/christine_oh@bhimpact.com, On-site at GDC: 562-458-8847