



Dolby Showcases Solutions for Digital Transition and Beyond

Demonstrates New Loudness, Transcoding, and Licensing Tools for an Evolving Broadcast Market

LAS VEGAS, Apr 14, 2008 (BUSINESS WIRE) -- Dolby Laboratories, Inc. (NYSE:DLB), unveiled the latest additions to its broadcast audio portfolio at this year's National Association of Broadcasters (NAB) show (NAB 2008, Booth #1814).

The new Dolby(R) Media Meter, as well as new features to the Dolby LM100 Broadcast Loudness Meter and Dolby DP600 Program Optimizer, are part of the company's overall showcase of loudness, transcoding, and licensing solutions that help address current broadcaster concerns, and help lay the foundation for next-generation broadcast services.

Today's broadcaster is faced with an evolving landscape that now includes IPTV, mobile, Internet, and digital radio, along with terrestrial, cable, and satellite services. As such, Dolby demonstrated its new aacPlus by Dolby prototype codec, for situations where high quality and high efficiency coding are priorities. It is an essential addition to Dolby's suite of audio solutions -- including Dolby Digital and Dolby Digital Plus -- all of which aim to deliver the best possible audio quality.

"While the transmission paths have evolved, the aim of delivering the best content remains the same," said Tom Daily, Executive Director, Broadcast Marketing, Dolby Laboratories. "Our proven technologies and products have aided broadcasters worldwide in migrating to digital broadcasting. And with our expanded portfolio, we're also dispelling the notion that bandwidth and quality are mutually exclusive."

Loudness Solutions: Proven Technologies with Real Results

Dolby's broadcast loudness technologies have reduced viewer complaints related to abrupt changes in volume that occur between programs or when switching channels. Dolby Media Meter, new to the Dolby Media Producer family of products, is a unique software loudness meter for Mac and PC applications that utilizes measurement techniques such as Dialogue Intelligence(TM) technology. Adapted from the Emmy(R) Award-winning Dolby LM100 Broadcast Loudness Meter, the Dolby Media Meter allows postproduction and broadcast facilities to more easily meet content delivery specifications. The product will be available later this year.

In addition, Dolby upgraded its LM100 Broadcast Loudness Meter to incorporate the new ITU-R BS.1770 Loudness Algorithm -- recognized as a worldwide de facto standard for broadcast program measurement. The LM100 includes true-peak measurement support per ITU-R BS.1770 Annex 2, and ITU method Dialogue Intelligence support via user control. The ITU-R BS.1770 method is included in addition to the legacy Leq(A) method that the LM100 has utilized for years.

Transcoding Solutions: Flexibility of Formats for a Range of Applications

Transcoding between audio formats is becoming increasingly necessary to meet the needs of the evolving broadcast industry. Dolby demonstrated the transcoding capabilities of the Dolby DP600 Program Optimizer and the Cat. No. 561 Dolby Digital Plus Encoder OEM Module with Dolby E, Dolby Digital, Dolby Digital Plus, and aacPlus by Dolby audio formats.

The aacPlus by Dolby codec will use Dolby code base for an improved audio quality version of HE AAC, and be fully compliant with the HE AAC standard. Key features include:

- Support for all Dolby metadata
- Delivery of a consistent experience across all decoders
- Decoding capability by traditional and nontraditional multichannel and stereo broadcast devices, such as TVs, set-top boxes, A/V receivers, mobile phones, Internet appliances, and PCs

The company plans to include support of the aacPlus by Dolby codec across a wide range of Dolby products in the future.

Licensing Solutions: Simplifying Integration of End-to-End Solutions

Dolby made available today new licensing programs for Dolby E decoding, as well as for transcoding from Dolby Digital to Dolby Digital Plus. The Dolby E decoding licensing solution is available for both real-time, streaming applications (via object code for Texas Instruments(TM) TMS320C67x(TM) and C64x(TM) DSPs, as well as C-source code) and non-real-time, non-streaming, file-based applications (via software libraries for Microsoft(R) Windows(R), Linux, and Apple(R) Mac(R) operating systems).

Products incorporating a Dolby Digital to Dolby Digital Plus professional transcoder license can be designed to transcode a Dolby Digital audio stream to a Dolby Digital Plus audio stream while preserving audio metadata and minimizing tandem coding losses often associated with this type of process.

The core transcoder is implemented using object code for the Texas Instruments C64x fixed-point DSP platform or C source code.

Rounding out the news, Dolby also highlighted a new upmixing feature (from two to 5.1 channels) on the Dolby DP600 Program Optimizer. This feature uses a highly sophisticated algorithm developed by Dolby. Dolby also showcased the Neyrinck SoundCode for Broadcast software plug-in for Digidesign(R) Pro Tools(R) and other digital audio and video workstations, giving DAW users complete access to the DP600's unique set of audio tools.

The full range of exhibited products, as well as detailed product information, can be found at www.dolby.com/events/NAB2008.

About Dolby Laboratories

Dolby Laboratories (NYSE:DLB) develops and delivers products and technologies that make the entertainment experience more realistic and immersive. For more than four decades, Dolby has been at the forefront of defining high-quality audio and surround sound in cinema, broadcast, home audio systems, cars, DVDs, headphones, games, televisions, and personal computers. For more information about Dolby Laboratories or Dolby technologies, please visit www.dolby.com.

Certain statements in this press release, including statements regarding the performance and capabilities of the aacPlus by Dolby, Dolby Media Meter, Dolby LM100 Broadcast Loudness Meter, Dolby DP600 Program Optimizer, the Cat. No. 561 Dolby Digital Plus Encoder OEM Module, Dolby Digital, Dolby Digital Plus, Dolby E, and Dolby Media Producer; the potential benefits that broadcasters, postproduction facilities, and consumers may derive from these technologies; the timing of the availability of some of these products and technologies; and the demand for these technologies; are "forward-looking statements" that are subject to risks and uncertainties. These forward-looking statements are based on management's current expectations. The following important factors, without limitation, could cause actual results to differ materially from those in the forward-looking statements: risks that the Dolby technologies may not perform as anticipated or may not become commercially available as anticipated; risks associated with successfully going on air with Dolby technologies; risks associated with consumer demand for surround sound broadcasts; rapid changes in hardware devices for receiving broadcasts; risks associated with building market acceptance of and demand for Dolby technologies; competition in the market for high-quality audio technologies; rapid changes in technical requirements for audio technologies; risks associated with introducing new technologies to broadcasting products; risks associated with having Dolby technologies adopted as industry standards; and other risks detailed in Dolby's Securities and Exchange Commission filings and reports, including the risks identified under the section captioned "Risk Factors" in its most recent Periodic Report on Form 10-Q or 10-K. Dolby disclaims any obligation to update information contained in these forward-looking statements, whether as a result of new information, future events, or otherwise.

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