



October 22, 2013

## **Dolby Atmos Reaches 85-Title Milestone with New Films Announced at ShowEast 2013**

### ***Highlights third-party integration, new postproduction and exhibitor installations***

**Hollywood, FL, October 22, 2013**-Dolby Laboratories, Inc. (NYSE: DLB) returns to ShowEast® 2013 (Westin® Diplomat Resort & Spa, booth 1103) this week to display its latest digital cinema offerings and highlight Dolby® Atmos™ momentum. The company revealed today that nine new titles are scheduled to be mixed and released in Dolby Atmos, increasing the number of announced titles to 85 since the release of DisneyoPixar's *Brave* in June 2012. Dolby Atmos has rapidly become the preferred sound format of award-winning filmmakers, major studios, and exhibitors the world over.

Newly announced Dolby Atmos titles include DreamWorks Animation's *Mr. Peabody and Sherman*; Disney's *Frozen*; and *I, Frankenstein* from Lionsgate. Twentieth Century Fox will be releasing several Dolby Atmos titles in a broad range of genres, including action, animation, and comedy, with *Dawn of the Planet of the Apes*, *Rio 2*, *The Secret Life of Walter Mitty*, and *X-Men: Days of Future Past*. Two Warner Bros. releases, *The Hobbit: The Desolation of Smaug* and *300: Rise of an Empire*, are also scheduled to be mixed and released in Dolby Atmos.

### **Upcoming Dolby Atmos Titles**

2014 scheduled releases:

- DreamWorks Animation, *Mr. Peabody and Sherman*, March 7, 2014
- Lionsgate, *I, Frankenstein*, January 24, 2014
- Twentieth Century Fox, *Dawn of the Planet of the Apes*, July 18, 2014
- Twentieth Century Fox, *Rio 2*, April 11, 2014
- Twentieth Century Fox, *X-Men: Days of Future Past*, May 23, 2014
- Warner Bros., *300: Rise of An Empire*, March 7, 2014

2013 scheduled releases:

- Disney, *Frozen*, November 27, 2013
- Disney, *Marvel's Thor: The Dark World*, November 8, 2013
- Lionsgate, *The Hunger Games: Catching Fire*, November 22, 2013
- Summit Entertainment, *Ender's Game*, November 1, 2013
- Twentieth Century Fox, *The Secret Life of Walter Mitty*, December 25, 2013
- Warner Bros., *The Hobbit: The Desolation of Smaug*, December 13, 2013

### **New Dolby Atmos Installations**

Dolby Atmos has received strong support from exhibition, with new exhibitors bringing the total to more than 300 Dolby Atmos screens installed or committed to in 33 countries with more than 100 exhibitor partners. New screens in North and South America have been or are currently being installed, including

- Araujo (Brazil)
- Cinema West (ID)
- Cineplex (Canada)
- Cinergy Cinemas (TX)
- Grand Theatres (ND)
- Kerasotes Theatres (MN)
- Krikorian Premiere Theatres (CA)
- Look Cinemas (TX)
- Neighborhood Theatres (GA)
- Santikos Theatres (TX)
- UCI (Brazil)
- Village Cinemas (Argentina)

In addition, more than 50 post-production stages with 38 facilities in 15 countries worldwide are capable of mixing Dolby Atmos. New facilities in North America have been or are currently being installed at:

- Disney's Main Theater (Burbank, CA)
- Lightstorm Entertainment (Santa Monica, CA)
- Santa Barbara Studios (Santa Barbara, CA)
- Soundtrack Group, Stage K (New York, NY)
- Technicolor Digital Cinema Worldwide Headquarters, Digital 1 and Digital 2 (Burbank, CA)
- Technicolor at Paramount Studios, Stage 1 and Stage 2 (Hollywood, CA)
- Twentieth Century Fox, B-105, Howard Hawks Stage, and The John Ford Stage (Los Angeles, CA)
- Warner Bros., Stage 6 (Burbank, CA)

### **Third-Party Integration with Dolby Atmos**

Dolby continues to open up the Dolby Atmos platform to third-party manufacturers. Dolby has open specifications that are free for any third party to use. GDC recently incorporated Dolby Atmos playback into its servers, and the Christie® Integrated Media Block (IMB) now supports Dolby Atmos.

### **Christie Integrated Media Block Completes Dolby Atmos Testing, Licensing**

Christie, a global visual technology company, recently announced that the Christie IMB, an integrated media block solution that seamlessly converts and delivers feature-film and alternative content within a secure environment, now supports Dolby Atmos. Available today, the Christie IMB firmware update enables the change for all of Christie's 2K and 4K, DCI-compliant Solaria® Series 2 projectors that have a Christie IMB.

### **GDC Digital Cinema Servers to Deliver Dolby Atmos Playback**

GDC Technology (GDC Tech), a world-leading digital cinema solutions provider, was recently licensed to incorporate Dolby Atmos playback into its servers. A software update is currently available for GDC Tech servers to enable Dolby Atmos playback. Once updated, the GDC server will be able to take Society of Motion Picture and Television Engineers Digital Cinema Packages (SMPTE DCPs) that contain Dolby Atmos soundtracks and play them back with the Dolby Atmos Cinema Processor CP850. Exhibitors interested in the upgrade should contact GDC Tech or their local dealer. Current Dolby CP850 customers can get the software update by contacting GDC Tech.

### **On Display at ShowEast 2013:**

#### **The Dolby Atmos Cinema Processor CP850**

The Dolby Atmos Cinema Processor CP850 offers a complete audio solution to today's digital cinema theatres and brings a natural, realistic, and immersive sound experience to audiences with Dolby Atmos. The CP850 supports Dolby Atmos playback of up to 64 speaker feeds, configurable between 16 analog outputs and a Dolby Atmos Connect output. The CP850 supports Dolby Surround 7.1 and 5.1 digital playback as well as common Dolby formats used with alternative content in cinemas: Dolby Digital Plus™, Dolby E, and Dolby's latest upmixing technology.

To ensure proper setup and playback, each CP850 also includes the Dolby Atmos Commissioning Service. The service provides a review of a cinema's sound-system design to ensure that the speakers and amplifiers have the necessary performance and room coverage to deliver a high-quality Dolby Atmos experience. It also includes initial room equalization after the equipment is installed.

The CP850 works seamlessly with the Dolby Screen Server DSS200, the Dolby Integrated Media Block (IMB)/Dolby Screen Server DSS220, or with servers and media blocks from GDC and Christie.

#### **Dolby Digital Cinema Server Family**

Dolby offers a complete line of server and library products in a variety of configurations to address needs from a single-screen theatre up to a very large multiscreen complex:

- **2K/4K IMB** with high-frame-rate (HFR) support
- **Dolby Screen Server DSS220** for lowest cost for large multiplex sites
- **Dolby Screen Server DSS200i** for locations that need large storage capacity per screen (6 TB) or sites without library servers
- **Dolby Show Library DSL200** for easy centralized management and distribution of content throughout a multiplex

#### **Dolby Cinema Processor CP750**

The Dolby Cinema Processor CP750, the industry-leading cinema audio processor, makes the upgrade from 5.1 to 7.1 channels easy and economical, and integrates seamlessly with preshow servers, alternative content, and digital cinema servers. The processor has an easy-to-use interface and powerful setup and remote software. It can play back analog audio, PCM digital audio, Dolby Digital, Dolby Pro Logic®, Dolby Pro Logic II, Dolby Digital Surround EX™, and Dolby Surround 7.1 content.

### **Experience Dolby demonstrations at ShowEast 2013:**

**Tuesday, October 22, 10:15 a.m.-11:45 a.m.**

**Dolby Atmos Technology Demonstration**

(AMC® Aventura 24, Auditorium 17) Dolby delivers a dramatic new experience for the movies with its Dolby Atmos sound technology. With Dolby Atmos, filmmakers can now position objects and move sound precisely anywhere in a theatre, even overhead, to heighten the realism and impact of every scene for the most realistic effects you've ever heard. This is the way sound behaves in real life, and Dolby Atmos sound brings it to the theatre.

English-language presentation begins at 10:15 a.m.

Spanish-language presentation begins at 11:15 a.m.

**Wednesday, October 23, 9:30 a.m.-11:00 a.m.**

**4K Laser and Audio Technology Demonstration by Christie and Dolby**

(AMC Aventura, Auditorium 19)

Christie 4K laser projection technology is extending the boundaries of 3D movie presentation with more immersive 3D images shown at 14-foot lamberts. This demonstration by Christie and Dolby will match the awe-inspiring visuals that Christie is known for, with rich, dynamic, detailed cinema audio by Christie Vive Audio™ speaker and amps, configured for Dolby Atmos.

**Wednesday, October 23, 4:15 p.m.**

**Dolby Atmos Screening**

(AMC Aventura 24, Auditorium 17)

Walt Disney Studios Motion Pictures' *Frozen*

**About Dolby Atmos**

Dolby Laboratories is equipping the cinema world with its new Dolby Atmos technology. Dolby Atmos unleashes the potential of sound in storytelling by making it easy for filmmakers to place or move specific sounds anywhere in the movie theatre. The result is what moviegoers have described as a virtual reality of sound and the most engaging and lifelike cinema experience ever.

Introduced in April 2012, Dolby Atmos has been embraced by all major Hollywood studios, six Academy Award® winning directors, and 11 Academy Award winning sound mixers, among others. More than 300 Dolby Atmos screens have been installed or committed to in 33 countries with more than 100 exhibitor partners. 85 films from 10 different countries-representing a broad range of genres-have been or are scheduled to be released with Dolby Atmos sound since the first film debuted in June 2012. Dolby Atmos has received technical achievement awards from both the Hollywood Post Alliance and the Cinema Audio Society.

For the latest list of Dolby Atmos titles, visit [dolby.com/atmosmovies](http://dolby.com/atmosmovies). To learn more about Dolby Atmos, visit [dolby.com/Atmos](http://dolby.com/Atmos).

**About Dolby Laboratories**

Dolby Laboratories (NYSE: DLB) creates audio, video, and voice technologies that transform entertainment and communications in mobile devices, at the cinema, at home, and at work. For nearly 50 years, sight and sound experiences have become more vibrant, clear, and meaningful in Dolby. For more information, please visit [dolby.com](http://dolby.com).

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