



## **Dolby Instrumental in 50th Annual GRAMMY Awards Broadcast**

### **Company's Technologies and Onsite Support Streamline the Technically Complex Broadcast**

SAN FRANCISCO, Feb 04, 2008 (BUSINESS WIRE) -- Behind the performances and accolades of the 50th Annual GRAMMY (R) Awards, taking place February 10 at the Staples Center in Los Angeles, a significant technical achievement will occur in producing the world's most famous music telecast. For the first time, producers of the show will provide a single 5.1-channel surround sound mix, entrusting a quality two-channel mix to occur automatically at the CBS network center in New York.

To make this happen, Dolby Laboratories, Inc. (NYSE:DLB), is providing equipment and onsite support to the Recording Academy(R) to aid in eliminating the need for creating and delivering two separate mixes. Key factors for success are the ability to accurately monitor and coordinate the mixes made in five onsite locations, and to anticipate the downmixed two-channel output of the network center. The onsite mixing engineers will create a 5.1-channel program to accompany the HDTV broadcast that is encoded into the Dolby(R) E format; they will then send the mix to the CBS master control facility in New York. From there, a separate two-channel downmix encoded in Dolby Pro Logic(R) II will be created automatically for the analog broadcast using a DP563 Dolby Surround and Pro Logic II encoder.

"The wonder of the GRAMMY Awards is due in equal measure to the pageantry and to the technical complexity of producing one of the world's most famous events in live entertainment television. This year marks the sixth year we've worked with Dolby, and their support via equipment and technical expertise has really given us confidence in producing the 5.1 surround sound mix at the show," said John Cossette, Executive Producer of the 50th Annual GRAMMY Awards. "We thank Dolby for its remarkable contribution to our production; they've allowed us to consistently expand the impact of the GRAMMY'S to the viewing audience."

In addition to providing equipment for multiple mix rooms, Dolby is also providing onsite engineering support by working closely with the show's audio mixers, coordinators, Recording Academy representatives, and production company personnel.

"This year's GRAMMY Awards broadcast is a testament to the Recording Academy's goal of surpassing each previous year's technical excellence. By allowing the show's mixers to focus on the 5.1-channel mix and to rely on our technology for monitoring and automatic creation of the two-channel program, surround sound and two-channel audiences alike will benefit," said Rocky Graham, Director of Technical Marketing, Broadcast, at Dolby Laboratories. "We are honored to again work closely with the Recording Academy in realizing the best possible audio for this state-of-the-art broadcast event."

#### About the Recording Academy

Established in 1957, the Recording Academy is an organization of musicians, producers, engineers, and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards -- the preeminent peer-recognized award for musical excellence and the most credible brand in music -- the Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education, and human services programs. In its 50th year, the Recording Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring that music remains an indelible part of our culture. For more information about the Recording Academy, please visit [www.GRAMMY.com](http://www.GRAMMY.com).

#### 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](http://www.dolby.com).

Certain statements in this press release, including statements regarding the performance capabilities and impact of two- and 5.1-channel sound mixes, Dolby Pro Logic II and Dolby E; the anticipated or potential benefits that Dolby customers, including broadcasters and audiences, may derive from these products and technologies; and the availability and quality of the broadcast of the GRAMMY Awards using Dolby 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: the risk of

difficulties or errors in the installation, production, and broadcast of the event; risks that the two- and 5.1-channel sound mixes, Dolby Pro Logic II, or Dolby E may not perform as anticipated; risks associated with introducing new technologies to broadcasters; 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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