



## **The Walt Disney Studios and Dolby Bring Disney Digital 3-D(TM) to Selected Theaters Nationwide With CHICKEN LITTLE on Dolby Digital Cinema**

### **In a Revolutionary Collaboration With Dolby Laboratories, Employing Dolby Digital Cinema Combined With Industrial Light & Magic's Proprietary Software Technology, Walt Disney Pictures Debuts New 3-D TECHNOLOGY With CHICKEN LITTLE, Its First All-CGI Animated Feature**

BURBANK, Calif., June 27, 2005 /PRNewswire-FirstCall via COMTEX/ -- Disney once again leads the film industry by introducing Disney Digital 3D(TM), a brand new, state-of-the-art technology providing the first true three-dimensional digital experience in movie theatres, with the highly anticipated movie Chicken Little to be released on November 4, 2005. In collaboration with Disney, Dolby Laboratories plans to install its Dolby(R) Digital Cinema systems in approximately 100 specially-selected, high-profile theatres in 25 top markets that will present the 3D film. Visual effects giant Industrial Light & Magic (a Lucasfilm Ltd. company) will render the movie in 3D so it can be played on Dolby Digital Cinema servers at selected theatres. This joint effort will create the next leap forward in the evolution of motion picture entertainment, bringing animation to life.

This historic debut of an entirely new release format will further define, refine, and elevate the film art form and marks the first time a major motion picture studio (Disney) has fully embraced a digital deployment plan. Disney selected Dolby Digital Cinema, a state-of-the-art digital cinema presentation system, to debut Chicken Little's brand new proprietary CG animation process. Dolby's technology, combined with Industrial Light & Magic's newly invented method of creating digital 3D imagery, provides the first feature motion picture presented in true digital 3D. Viewers of Chicken Little will experience this revolutionary format with the use of special 3D glasses offering greater clarity and more comfort than conventional 3D glasses.

Commenting on the announcement, Dick Cook, chairman, The Walt Disney Studios, said, "Disney Digital 3D is a truly groundbreaking technology that combines the latest innovations of science and art, and we are proud to be a part of filmmaking history. Our proprietary, state-of-the-art CG animation process used to make Chicken Little and future animation projects will finally allow moviegoers to experience true digital three-dimensional entertainment in theatres." Cook continued, "Walt Disney pioneered many technological breakthroughs and set an uncompromising goal for his Studio to constantly push the envelope to offer a superior movie going experience. We are very proud to add this animation milestone to the long list of technological breakthroughs for the studio, and we are especially thrilled to work with entertainment technology leader Dolby in this exciting launch. Likewise, we are proud to have the wizards at Industrial Light & Magic to help deliver the movie in 3D."

"Disney and Dolby's commitment to digital cinema paves the way for a large scale digital cinema deployment," said Tim Partridge, Senior Vice President and General Manager, Professional Division, Dolby Laboratories. "Dolby is a trusted brand for providing technologies that dramatically improve the moviegoing experience, and Disney has a fantastic reputation for delivering incredible movies to audiences worldwide. This is a great collaboration between both companies to launch Chicken Little on Dolby Digital Cinema."

ILM President Chrissie England said, "The digital 3D release of Chicken Little is a very exciting chapter in Hollywood history as it marks the next generation of moviemaking. We are delighted to participate with Disney in setting a new benchmark for the future. We are pleased that Chicken Little is the first animated movie to use our new process using Disney's actual 3D models, animation, and camera data. This process allows us to provide a richer, more nuanced viewing experience for moviegoers than any existing postproduction techniques. We feel audiences will embrace this experience as the new standard in animated features."

#### About The Walt Disney Studios

Walt Disney Studios is a unit of The Walt Disney Company (NYSE: DIS) and distributes motion pictures under Walt Disney Pictures -- which includes Walt Disney Feature Animation and DisneyToon Studios -- Touchstone Pictures, Hollywood Pictures, Miramax Films and Dimension Films. Buena Vista International serves as the studio's international distribution arm. Buena Vista Home Entertainment and Buena Vista Home Entertainment International together distribute Disney and other film titles to the rental and sell-through home entertainment markets worldwide. Buena Vista Theatrical Productions is one of the largest producers of Broadway musicals, and the Buena Vista Music Group distributes original music and motion picture soundtracks under its four record labels: Walt Disney Records, Buena Vista Records, Hollywood Records and Lyric Street Records.

#### About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) develops and delivers products and technologies that make the entertainment experience more realistic and immersive. For 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. Based in San Francisco with European headquarters in England, the company has entertainment industry liaison offices in New York and Los Angeles, and licensing liaison offices in London, Shanghai, Beijing, Hong Kong, and Tokyo. For more information about Dolby Laboratories or Dolby technologies, please visit [www.dolby.com](http://www.dolby.com).

#### About ILM

Industrial Light & Magic is a Lucasfilm Ltd. company serving the digital needs of the entertainment industry for visual effects. ILM has been awarded 14 Academy Awards for Best Visual Effects and received 17 Scientific and Technical Achievement Awards. With its many technical and creative innovations, ILM has helped drive the evolution of visual effects and digital imagery.

Lucasfilm Ltd. is one of the world's leading film and entertainment companies. Founded by George Lucas in 1971, it is a privately held, fully integrated entertainment company. In addition to its motion-picture and television production operations, the company's global activities include Skywalker Sound, serving the digital needs of the entertainment industry for audio post-production; LucasArts, a leading developer and publisher of interactive entertainment software for video game console systems and PC; as well as Lucas Licensing, which manages the global merchandising activities for Lucasfilm's entertainment properties. Additionally, Lucas Online creates Internet-based content for Lucasfilm's entertainment properties and businesses. Lucasfilm's motion-picture productions include five of the 20 biggest box-office hits of all time and have received 19 Oscars and 59 Academy Award nominations. Lucasfilm's television projects have won 12 Emmy Awards. Lucasfilm Ltd. is headquartered in San Rafael, CA and is soon to relocate to its new home, The Letterman Digital Arts Center at The Presidio in San Francisco.

Dolby and the double-D symbol are registered trademarks of Dolby Laboratories DLB-F

Certain statements in this press release, including statements regarding the performance, features, reliability and capabilities of Dolby Digital Cinema, the potential benefits that Dolby's customers, including studios and exhibitors, and audiences may derive from Dolby Digital Cinema and digital cinema in general, Dolby's plans regarding the roll-out of the Dolby Digital Cinema products in theaters across the country, the anticipated market acceptance of Dolby Digital Cinema, Dolby's ability to continue to successfully develop entertainment technologies that improve or enhance the cinematic experience and Dolby's ability to develop, maintain, and strengthen relationships with industry participants such as Disney are "forward-looking statements" that are subject to risks and uncertainties. These risks and uncertainties, which could cause the forward-looking statements to differ materially from anticipated results, include, without limitation, risks that the roll-out of the installation of the Dolby Digital Cinema products in theaters across the country may not occur as currently anticipated, risks that Dolby Digital Cinema products may not perform as anticipated, risks associated with building market acceptance of and demand for Dolby Digital Cinema product lines and digital cinema in general by filmmakers, studios, cinema operators, and audiences; competition risks for digital theatre technologies; rapid changes in technical requirements for movie theatrical playback technologies, specifically, and entertainment technologies for movies in general; risks associated with having Dolby's technologies adopted as industry standards; risks associated with developing proprietary technologies and products based on "open standards"; risks associated with the health of the motion picture industry in general; risks associated with developing, maintaining, and strengthening relationships with industry participants; risks associated with the health of the movie industry in general; and other risks detailed in Dolby's Securities and Exchange Commission filings and reports, including its quarterly report on Form 10-Q filed with the SEC for the quarter ended April 1, 2005. Dolby disclaims any obligation to update information contained in these forward-looking statements whether as a result of new information, future events, or otherwise.

#### Media Contacts:

For The Walt Disney Studios:

Heidi Trotta  
(818) 560-7280  
[heidi.trotta@disney.com](mailto:heidi.trotta@disney.com)

For Dolby Laboratories:

Elana Altshuler  
mPRm Public Relations  
(323) 933-3399 x258  
[ealtshuler@mprm.com](mailto:ealtshuler@mprm.com)

For Industrial Light & Magic:

Stephen Kenneally  
415-448-2306  
[stephenk@ilm.com](mailto:stephenk@ilm.com)