



SIM2 and Dolby Laboratories Collaborate to Demonstrate New LCD Display Technology

NEW YORK, Nov 29, 2007 (BUSINESS WIRE) -- SIM2 Multimedia and Dolby Laboratories, Inc. (NYSE:DLB) are proud to announce that SIM2 is working with Dolby to develop new prototype high dynamic range (HDR)-enabled liquid crystal display (LCD) flat screens using Dolby's new light-emitting diodes (LED) local dimming technology. In addition, SIM2 will provide Dolby with manufacturing reference designs.

The new prototype displays will feature Dolby's dynamic range imaging technologies, Dolby(R) Contrast and Dolby Vision, incorporated in SIM2's unique industrial concept. Dolby Contrast leverages LEDs with local dimming to provide dramatically enhanced contrast. Dolby Vision combines high brightness with enhanced contrast to deliver picture quality that virtually matches real-world visual perception of depth, detail, and color.

"At SIM2, we design, develop, and deliver high-end display products that are visually stunning. Working with Dolby, we fuse our striking design with Dolby's core technology to deliver dazzling visual quality," said Maurizio Cini, President of SIM2 Multimedia.

Through its work with Dolby, SIM2 continues its long-term focus on delivering new and innovative technology solutions that enhance entertainment by making the experience as close as possible to reality.

About SIM2 Multimedia

SIM2 Multimedia is the worldwide leading manufacturer of award winning home theater products and leading provider of high-end large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. Over the years, SIM2 has gained in reputation meeting the industry's demands for new emerging technologies, offering high-quality and reliable products with the very latest performances. Products are designed and manufactured in Italy. The company has a world-oriented marketing policy with a direct presence in Italy (headquarters), Germany, UK, China, and USA (sister companies) and in over 45 countries worldwide through qualified distributors.

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, features, reliability, and capabilities of Dolby Contrast, Dolby Vision, and the prototype HDR-enabled LCD flat screen television sets; the potential benefits that manufacturers, content creators, and consumers may derive from Dolby Contrast and Dolby Vision solutions; the potential development of the prototype HDR-enabled LCD flat screens and the provision of manufacturing reference designs; the anticipated availability and market acceptance of Dolby Contrast and Dolby Vision solutions, 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 Dolby Contrast, Dolby Vision, and the prototype HDR-enabled LCD flat screens may not perform as anticipated or become commercially available; risks associated with building market acceptance of and demand for Dolby Contrast and Dolby Vision solutions by manufacturers, content creators and audiences; competition risks for digital and video technologies; rapid changes in technical requirements for manufacturing technologies specifically, and entertainment technologies in general; risks associated with developing proprietary technologies and products based on "open standards"; risks associated with the health of the television and online industry in general; risks associated with developing, maintaining, and strengthening relationships with industry participants; 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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SOURCE: Dolby Laboratories

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