



Dolby 3D Digital Cinema Expands Global Presence Bringing High-Quality 3D Experiences to Theatres Worldwide

Exhibitors in Over 12 Countries Deploy Dolby 3D Digital Cinema for Paramount Pictures' Upcoming Beowulf Release

SAN FRANCISCO, Nov 15, 2007 (BUSINESS WIRE) -- Dolby Laboratories, Inc. (NYSE:DLB) announced today that its Dolby(R) 3D Digital Cinema system will be available in 75 screens in 12 countries worldwide in time for the upcoming release of Paramount Pictures' Beowulf, premiering November 16. By securing deals with dozens of exhibitors in Asia, Europe, and the United States, Dolby is revolutionizing theatrical experiences with its high-quality digital 3D solution. Dolby will continue installing additional screens during Beowulf's two-week global opening.

"In a short time frame, the team executed an aggressive deployment plan to install Dolby 3D systems in theatres around the world for Beowulf, as we wanted to fulfill as many requests as possible from our valued customers," said John Iles, Vice President, Cinema, Dolby Laboratories. "With an unwavering commitment to a better 3D experience, we are confident that Dolby 3D will provide an exceptional presentation of Beowulf and other upcoming digital 3D movies."

The Dolby 3D Digital Cinema solution brings high-quality 3D to every seat in a theatre:

-- The ability for exhibitors to play back 3D content on a standard white screen provides moviegoers with an even image across the entire screen minus any hot spots or inconsistent light reflection.

-- Dolby 3D full-spectrum color-filter technology provides amazing color fidelity, delivering clear 3D images with realistic color.

-- Dolby's color filter technology also maintains premium picture quality because the filter wheel is inserted into the light path before the image is formed, delivering a stable and sharp picture.

The result is crystal clear images and vivid colors that pop off the screen with an amazing sense of depth.

"We are thrilled with the quality of Dolby 3D Digital Cinema and excited to show Beowulf in Dolby 3D," said Mike Thomson, Vice President Operations and Technology, Malco Theatres. "We will have the ability to play back 3D content on our big screen at the Malco Paradiso using Dolby 3D Digital Cinema. The large screen creates a 3D experience unlike anything we've been able to offer our patrons before."

"Marcus Theatres recently debuted Dolby 3D Digital Cinema and our patrons have been very pleased with the presentation quality," said Bruce Olson, President, Marcus Theatres. "Marcus strives to deliver the best moviegoing experience possible and we believe Dolby 3D reinforces that commitment."

"Dolby is a trusted brand for providing technologies that dramatically improve the cinematic experience, as we have seen with Dolby Digital Cinema," said Joost Bert, CEO, Kinopolis Group. "Kinopolis recently debuted Dolby 3D Digital Cinema at our newest cinema complex in Ostend, Belgium, and our patrons were very impressed with the sharp, clear, and bright images that seem to jump off the screen."

To date, exhibitors using Dolby 3D technology have presented Walt Disney Pictures' Meet the Robinsons and Tim Burton's The Nightmare Before Christmas 3D and in addition to Beowulf (Paramount Pictures/ Warner Bros.), are expected to show the upcoming 3D presentations of Fly Me to the Moon (nWave Pictures), Hannah Montana (Disney) and Journey 3D (New Line). For a complete list of Dolby Digital Cinema and Dolby 3D Digital Cinema locations, please visit www.dolby.com/consumer/motion_picture/ddcinemas/.

About Dolby 3D Digital Cinema

Dolby 3D Digital Cinema technology, in conjunction with digital cinema projectors featuring Texas Instruments Digital Light Processing(TM) (DLP) technology, provides exhibitors with an efficient and flexible solution designed to deliver a superior 3D experience. Dolby 3D utilizes standard white screens, so exhibitors don't have the added cost or the quality compromise associated with the use of silver screens, delivering a great 3D experience from every seat in the house. Additionally, Dolby Laboratories provides cost-effective and environmentally friendly passive reusable 3D glasses. Dolby's 3D solution uses a

unique full-spectrum color-filter technology licensed from Infitic that provides realistic color reproduction and extremely sharp images.

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 3D Digital Cinema; the potential benefits and cost savings that studios, exhibitors, and audiences may derive from Dolby 3D Digital Cinema systems; the number and location of screens in which Dolby will install Dolby 3D Digital systems prior to the release of Beowulf and during its two-week global opening; the presentations expected to be shown on Dolby 3D Digital Cinema systems; and the anticipated market acceptance of Dolby 3D Digital Cinema systems, 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 3D Digital Cinema systems may not perform as anticipated; risks that the adoption and installation of Dolby 3D Digital Cinema, as well as the timing of such adoption and installation, by exhibitors may not occur as expected; risks associated with building market acceptance of and demand for digital cinema and 3D digital cinema in general, and for Dolby 3D Digital Cinema systems in particular, by filmmakers, studios, cinema operators, and audiences; competition risks for digital and 3D theatre technologies; rapid changes in technical requirements for movie theatrical playback technologies specifically and entertainment technologies for movies in general; 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; 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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