



Dolby Increases Investment in China Opening its First Research and Engineering Center in Asia

BEIJING, Jun 21, 2010 (BUSINESS WIRE) -- Dolby Laboratories, Inc. (NYSE:DLB) today announced the opening of its first Research and Engineering (R&E) Center in the Greater China region. Dolby's R&E Center, based in Beijing, also signifies the first time Dolby has founded a research and engineering center from the ground up and developed an R&E team outside the US. With the establishment of this center, Dolby is creating the opportunity to attract, cultivate, and develop talent in China in the Research and Engineering disciplines. The R&E Center will support this talent with extensive international resources and will enable Dolby to create leading technology for China and for the world.

"China is strategically important to Dolby. The establishment of Dolby China's R&E Center is an important milestone as part of our continued commitment to China and innovation," said Mahesh Sundaram, Vice President, Asia Pacific, Dolby Laboratories. "Dolby has been an integral part of entertainment in China since 1984. Over the past 25 years, Dolby has been committed to the development of local partners, customers, and the consumer electronics industry in China, as well as fostering innovation and value-added entertainment solutions locally and worldwide. Over time, Dolby has increased investment and expanded presence in China. We currently have six offices in the Greater China region, and our business covers six segments: cinema, broadcast, mobile, PC, games, and connected electronics. With the China R&E center, Dolby brings its resources to China, including research and engineering, sales and marketing, and technical services, enabling Dolby to better serve the needs of the local market as well as the world market."

"For decades, Dolby's brand, technology, products, and services have been valued by the entertainment industry and consumers around the world. Critical to this global reputation is Dolby's unparalleled commitment to innovation," said Michael Rockwell, Executive Vice President, Products and Technology, Dolby Laboratories. "Dolby has research and engineering groups in North America, Europe, Australia, and now Asia. This new R&E Center in Beijing is an integral part of Dolby's worldwide network. The Beijing Center will work closely with other Dolby teams around the world to invent new technology. Through this collaboration, Dolby will cultivate local talent and bring technology expertise and knowhow to China and to the world."

The Dolby China R&E Center focuses on sound technology. "Dolby has an open research environment that fosters creativity and enables active participation in a global arena, introducing new ideas from talent around the world," added Dr. Claus Bauer, Research Director, Dolby Greater China. "One of the reasons we chose Beijing as the home of the China R&E Center is its proximity to several prominent universities and colleges. We look forward to attracting top talent to Dolby and hope the Beijing Center will create and introduce cutting-edge solutions that bring quality entertainment to the world anytime, anywhere."

The opening of the Dolby R&E Center coincides with the 10th anniversary of the Dolby Beijing office. One month ago, Dolby expanded its operation in the South China region further strengthening its investment and commitment to China.

About Dolby Laboratories

Dolby Laboratories (NYSE:DLB) is the global leader in technologies that are essential elements in the best entertainment experiences. Founded in 1965 and best known for high-quality audio and surround sound, Dolby creates innovations that enrich entertainment at the movies, at home, or on the go. Visit www.dolby.com for more information.

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