



Dolby is "The Sound of Entertainment" at AES 2003

Exhibit emphasises continued expansion of Dolby audio technologies from the cinema and home to PCs and more

Amsterdam, 22nd March 2003--Dolby Laboratories, the world leader in multichannel audio for the cinema and home, is showcasing its leading-edge audio technologies and tools under the theme of "The Sound of Entertainment™" at the 114th AES Convention in Amsterdam, 22-25 March 2003.

The company will also introduce enhancements to its innovative LM100 Broadcast Loudness Meter and exhibit its latest production tool, the Model 585 Time Scaling Processor.

"Exciting surround audio is becoming an expected feature of digital home entertainment media, whether it's a digital television programme or a console game," commented Dolby's market development manager, Jason Power. "AES is an excellent opportunity for us to meet the people who create these soundtracks, and show technologies which will help them deliver better sound to all listeners - at home, in the cinema, or on the move."

In the broadcast area of the Dolby booth, there will be demonstrations of a concert in Dolby® Digital 5.1 surround sound, originally shown by Austrian public broadcaster, ORF, on New Year's Day 2003. This was the first-ever live broadcast in Europe transmitted in 5.1 surround sound. Demonstrations will show how ORF used Dolby E to carry the 5.1 mix and accompanying metadata back to their broadcast centre, prior to transmission in Dolby Digital.

Broadcast demonstrations will also feature a major new enhancement to the LM100 Broadcast Loudness Meter. The new automated measurement mode makes it even easier for operators to judge how loud their viewers will perceive their programming to be, enabling them to adjust channels and programmes to similar loudness levels.

Making its Europe debut at this year's AES will be the Model 585 Time Scaling Processor, which enables high-quality, real-time pitch correction of frame-rate-converted or time-scaled multichannel audio and produces unparalleled natural-sounding results. Suitable for all types of content, the Model 585 can process up to eight channels of PCM as a single-phase synchronous program or the eight channels can be split into smaller groups, if required. Audio tracks can be pitch-shifted up or down by 15 percent, or adjusted to be 15 percent longer or shorter in time-scale mode, while maintaining proper pitch.

A key application for PC downloads, high-quality MPEG-4 AAC audio for IP, wireless, and broadband networks, will be demonstrated by Dolby staff at the booth. To date, MPEG-4 AAC has been specified as the high-quality general audio coder for 3G wireless terminals; Apple Computer has incorporated MPEG-4 AAC into QuickTime™ 6; and the Digital Radio Mondiale system - the next-generation digital replacement for radio broadcasting under 30 MHz - builds on the audio coding of MPEG-4 AAC. These exciting platforms represent the state of the art in audio coding.

Dolby Headphone technology will also be shown at Dolby's booth, so visitors will be able to enjoy dramatic personal surround-sound experiences while listening to music, viewing clips of recent movies, or playing popular video games. Dolby Headphone technology lets consumers enjoy the dramatic surround effects of a 5.1-channel soundtrack through any ordinary set of headphones, and "listener fatigue" - a phenomenon commonly associated with headphone playback - is virtually eliminated.

About Dolby Laboratories

Dolby Laboratories, the worldwide leader in sound innovation, creates technologies that enhance the entertainment experience, making it richer, fuller, and more involving. For almost four decades, Dolby has been instrumental in 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 privately held company has entertainment industry liaison offices in New York and Los Angeles and licensing liaison offices in Hong Kong, Shanghai, Beijing, and Tokyo. For more information about Dolby Laboratories or Dolby technologies, please visit www.dolby.com.

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