

**Dolby Demonstrates Latest Real-World Applications Of Dolby Digital Plus At IBC2007**

At its IBC2007 booth (2.218) Dolby will showcase the growing range of professional broadcast encoders, consumer receivers, and other broadcast tools with support for Dolby Digital Plus. Partner companies include Advanced Digital Broadcast, Amino Technologies, Amstrad, Axon Digital Design, Cisco Scientific Atlanta, Harmonic Inc., Humax Co. Ltd., Pace Micro Technology, Philips, Rohde & Schwarz, Sony and Thomson.

Broadcasters in the EMEA region have chosen Dolby Digital 5.1 as the platform to deliver surround sound on more than 170 channels, and with all the advancements of Dolby Digital Plus, we are bringing new applications that enrich the HDTV and IPTV viewing experience," said Jason Power, Director, Broadcast Products, Dolby Laboratories.

In addition, the company will highlight a broad range of tools that meet present and future broadcast demands with the flexibility to realize the full audio potential of the high-definition experience. At its booth, Dolby will also demonstrate Dolby DP600 and DP600-C Program Optimizer products are unique tools for automatic loudness correction in file-based broadcast chains. Compatible with many of the broadcast and video-on-demand (VOD) media file formats currently in use, this innovative and flexible system offers broadcasters automated file-based loudness analysis and correction. The DP600-C version additionally offers faster-than-real-time encoding and decoding of Dolby Digital, Dolby Digital Plus, Dolby E, and MPEG-1 Layer II content, as well as enabling transcoding between any of these formats.

Dolby E simplifies handling of 5.1 audio prior to transmission and is widely used by broadcasters. Dolby showcases its implementation in new products from Bel Digital Audio, Calrec, OmniTek, Pro-Bel, RTW, Tektronix, and TSL.

Dolby SCC2000 Secure Content Creator is a scalable mastering solution for JPEG 2000 digital cinema content that provides compression, encoding, packaging, and encryption. Designed to work as a stand-alone unit or integrated into current postproduction and digital intermediate systems, the Dolby SCC2000 enables efficient 2K and 4K JPEG 2000 encoding for all digital cinema content.

Dolby Media Encoder SE is the new single-computer version of Dolby's powerful Dolby Media Producer audio encoder for disc authoring facilities. It offers comprehensive encoding support for all Dolby audio technologies for HD DVD, Blu-ray Disc, DVD-Video, and DVD-Audio in a new software package designed specifically for smaller facilities or those with dedicated audio encoding facilities.

Finally, on Monday, 10 September, Richard Welsh, Manager of Digital Cinema Services for Dolby Laboratories, will speak on Dolby's advancements in 3D cinema technologies at the D-cinema conference. The session is entitled "3D, A New Dimension in Cinema, Part 2-- Delivering the Show: The Presentation Technologies, How They Work and How They Compare" and will take place in the main auditorium at the Amsterdam RAI International Exhibition and Congress Centre.