

**Media Contact:**  
Joshua Gershman  
Dolby Laboratories  
415-645-5611  
joshua.gershman@dolby.com

## Dolby 3D Digital Cinema Delivers Large-Screen Capabilities

*Dolby 3D allows exhibitors to play back 3D content  
in their largest auditoriums*

**Las Vegas, March 31, 2009**—Dolby Laboratories, Inc. (NYSE: DLB), announced today at ShoWest 2009 that exhibitors will now have the ability to play back content using Dolby® 3D Digital Cinema to provide a premium viewing experience in their largest auditoriums.

By implementing Dolby 3D for large screens, exhibitors can project Dolby 3D onto screens ranging from 41 to 70 feet. The new Dolby 3D large-screen solution is compatible with all of Barco's digital cinema twin-projector offerings, including the ultra-bright DP-3000 flagship projectors.

"This is a milestone for Dolby 3D projection capabilities, as screen size has to date been limited to accommodate a range of up to 40–42 feet," stated Page Haun, Senior Director, Cinema Marketing, Dolby Laboratories. "Dolby realizes that exhibitors need the flexibility to provide 3D in their largest and smallest auditoriums, and with this announcement, Dolby is now able to support exhibitors' various needs."

"Exhibitors have told us they want 3D without compromise. No excuses, no compromises, simply the right amount of light and a consistently beautiful image for screen sizes reaching all the way up to 70 feet," said Wim Buyens, Vice President Digital Cinema for Barco's Media and Entertainment Division. "With Barco's twin-projector offering and Dolby 3D for large screens, exhibitors can now move 3D audiences into their largest auditoriums to maximize 3D revenues."

Malco Theatres, the first to test Dolby 3D for large screens, recently used the solution to screen Walt Disney Pictures' *Jonas Brothers: The 3D Concert Experience* at its Malco Paradiso multiplex in Memphis, TN, and Malco Grandview in Madison, MS.

"Dolby continues to assist exhibitors by developing new ways to make the cinemagoing experience more immersive and this collaboration effort with Barco will help to bring 3D to the next level," said Mike Thomson, Vice President Operations and Technology, Malco Theatres. "The ability to play back Dolby 3D on our largest screens has been very successful."

In addition, Dolby's unique full-spectrum color-filter technology, enabled by the high-tech passive Dolby 3D Glasses, enhances the motion picture experience. The Dolby 3D system provides realistic

color reproduction and extremely sharp images. The environmentally friendly and reusable glasses can be used repeatedly, significantly reducing the cost per viewing for exhibitors.

### **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](http://www.dolby.com) for more information.

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; the number of locations in which exhibitors will install Dolby 3D Digital Cinema systems, and the timing of the installation of these 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 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 in particular, by filmmakers, studios, postproduction facilities, 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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