

ENTERTAINING IDEAS

From Hollywood To Home: New Sound Format Offers Richer Experience

(NAPSA)—The latest in digital cinema technology adds to Hollywood's creative toy box to bring a more immersing sensory experience to viewers at home.

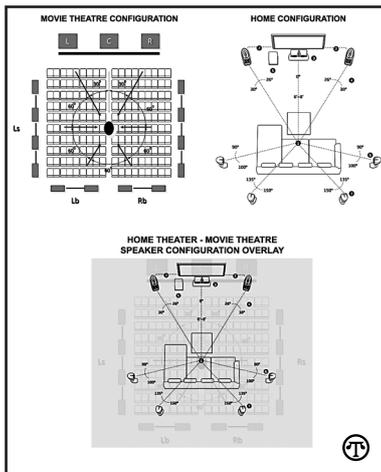
Moviegoers are quickly becoming accustomed to enjoying the extra visual dimension of 3-D images, but now the latest audio innovation will give them a better, more realistic surround sound experience to match.

You may have already experienced the new audio format, Dolby Surround 7.1, in select movie theatres with the release of Disney Pixar's "Toy Story 3." The format supplies a richer sound experience for 2-D and 3-D digital cinema releases alike.

From Hollywood—

The format gives content creators increased control over audio placement and spatial effects when orchestrating sound design for their movies. The ability to combine this new audio format with the visual depth of crisp digital movies allows content creators to immerse the audience deeper into the movie than ever before, and with dramatic realism.

The new audio format goes beyond the standard 5.1 channels currently equipped in movie theatres by enabling two additional surround zones in the rear of the



Nothing changes at all with the speaker configuration in the home for 7.1 as it maps perfectly with the movie theatre 7.1 speaker layout.

theatre. Four separate surround zones improve sound panning, localization, definition and spatiality to better complement the on-screen action.

—to the Home

Those who already have 7.1 systems in the home will be capable of experiencing feature film content when it comes to video on Blu-ray Disc. Nothing changes at all with the home speaker configuration as it maps perfectly with the theatrical 7.1 layout.

Until now, theatrical soundtracks that made their way to the home as 7.1 offerings were originally created as 5.1 mixes for the theatre, then remixed during a subsequent post-production session. The process involves remixing the dialogue, music and effects elements, or in some cases adding new sounds or effects to make use of the two additional channels in the 7.1 layout.

Although this delivered a 7.1 discrete experience, the mixes did not always reflect the intent of the sound designers who developed the original feature film mix.

Delivering Content Creators Intend

As more studios adopt the format, and sound designers and mixers start working with discrete 7.1 channels to support the theatrical experience, content will make full use of the extra channels to support the story, immersing viewers with ambiances, direct effects and movement of sounds all around them. Whether experienced in the theatre or the home, the effects will be exactly as the filmmakers intended.

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.