



# Bringing a Spectacular Experience to your Content & to the Future!

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GEOFFREY LOW

CONTENT ENGINEER

ABU TC2020

[glow@dolby.com](mailto:glow@dolby.com)

# A RICH HISTORY OF MARKET-DEFINING INNOVATION



- Dolby Atmos immersive audio
- Dolby Vision
- Dolby AC-4
- Dolby TrueHD
- Dolby Surround 7.1
- Dolby AC-3
- Dolby Digital
- Dolby Digital Plus
- Dolby E
- Dolby Pro Logic
- Dolby Pro Logic LCRS (for home)
- Dolby Surround
- Dolby Surround LRS (for home)
- Dolby Stereo  
(initial surround format for cinema)
- Dolby Noise Reduction

And more...



 **Dolby** Vision

 **Dolby** Atmos

**Dolby**  
VISION

**Dolby**  
ATMOS



With over 1900 movies and TV shows to choose from and live events across the globe





**Dolby**  
ATMOS

CONFIDENTIAL



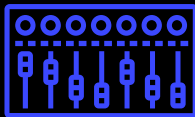
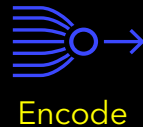
# Dolby

## CREATE

Production

**Dolby Vision·Atmos**

**Dolby Audio**  
(5.1 Surround)



## DISTRIBUTE

Transmission

- Dolby Digital / AC3
- Dolby Digital Plus
- Dolby AC4
- Dolby E
- Dolby ED2
- Dolby TrueHD
- Dolby Pro Logic

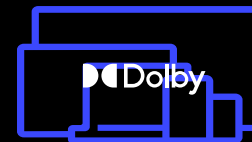


## EXPERIENCE

Consumption



Decode



**Dolby Vision**



**Dolby Atmos**

**Dolby Audio**

# Dolby Atmos | 2020

## CREATE



## DISTRIBUTE



## EXPERIENCE

### AV & Sound bars



### Speakers



### Mobile Devices



### TVs



### PCs



### UDH Blu-ray Players



### STBs & DMAs



### SoCs



### Smart Speakers



### Games





# Introduction

# ENGINEERING INNOVATION

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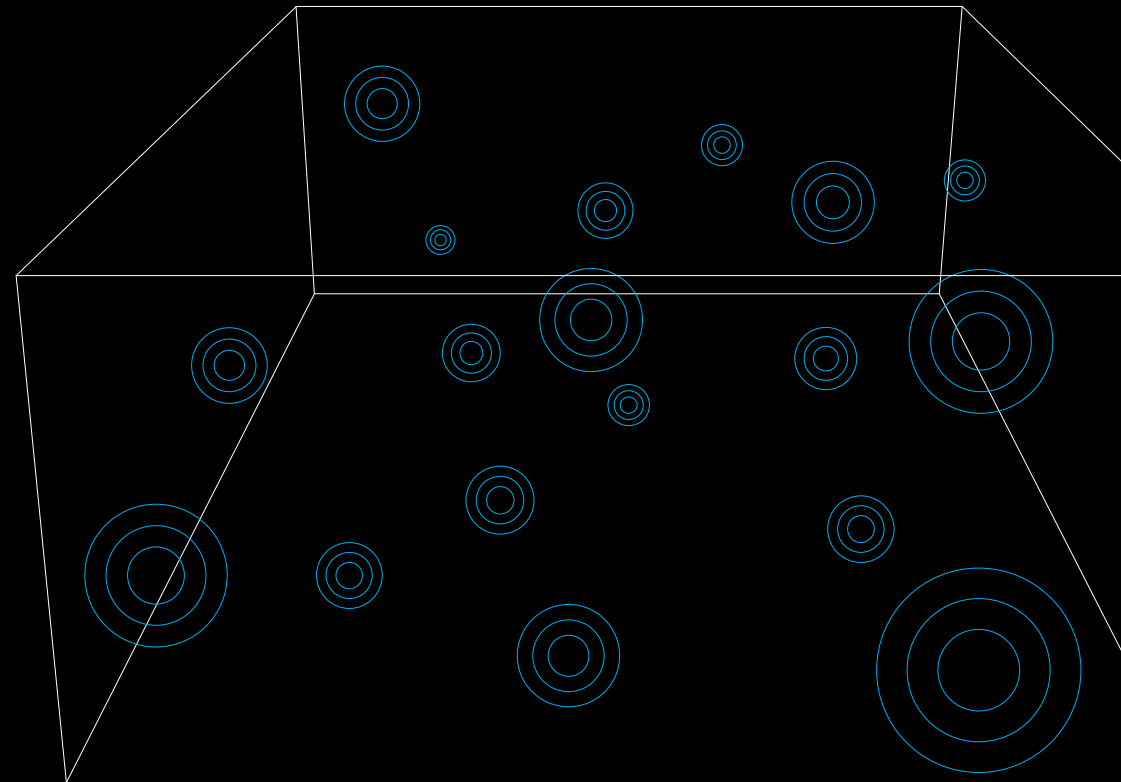
**OBJECT-BASED AUDIO**

**PRECISE PLACEMENT AND**

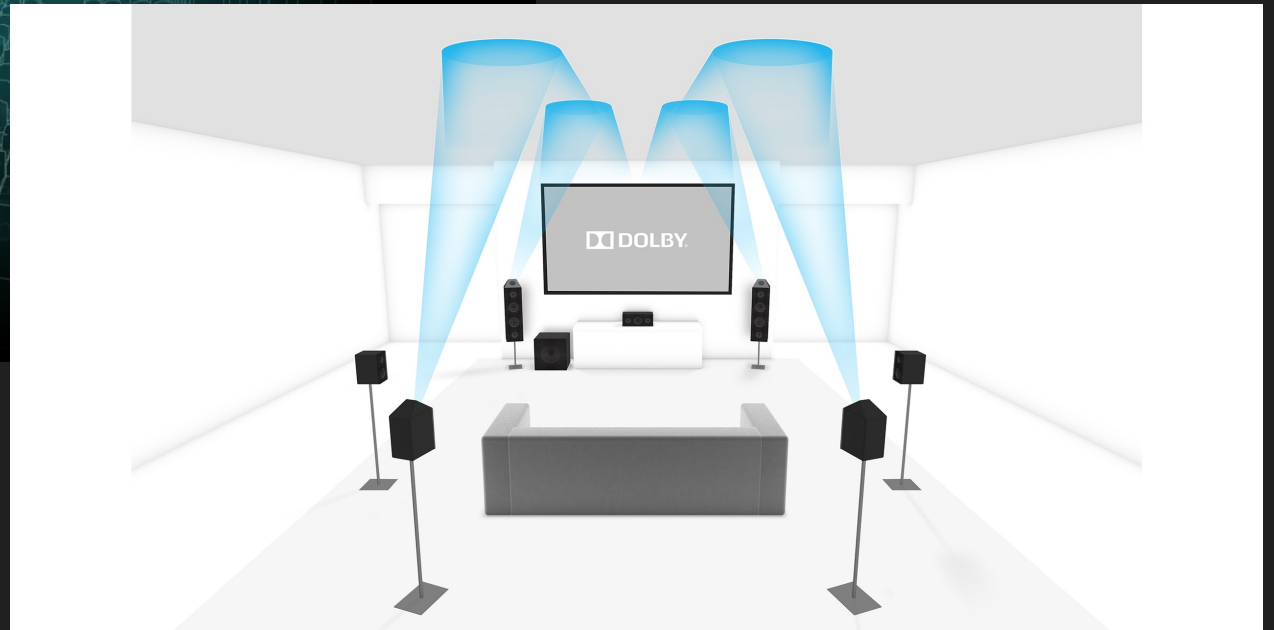
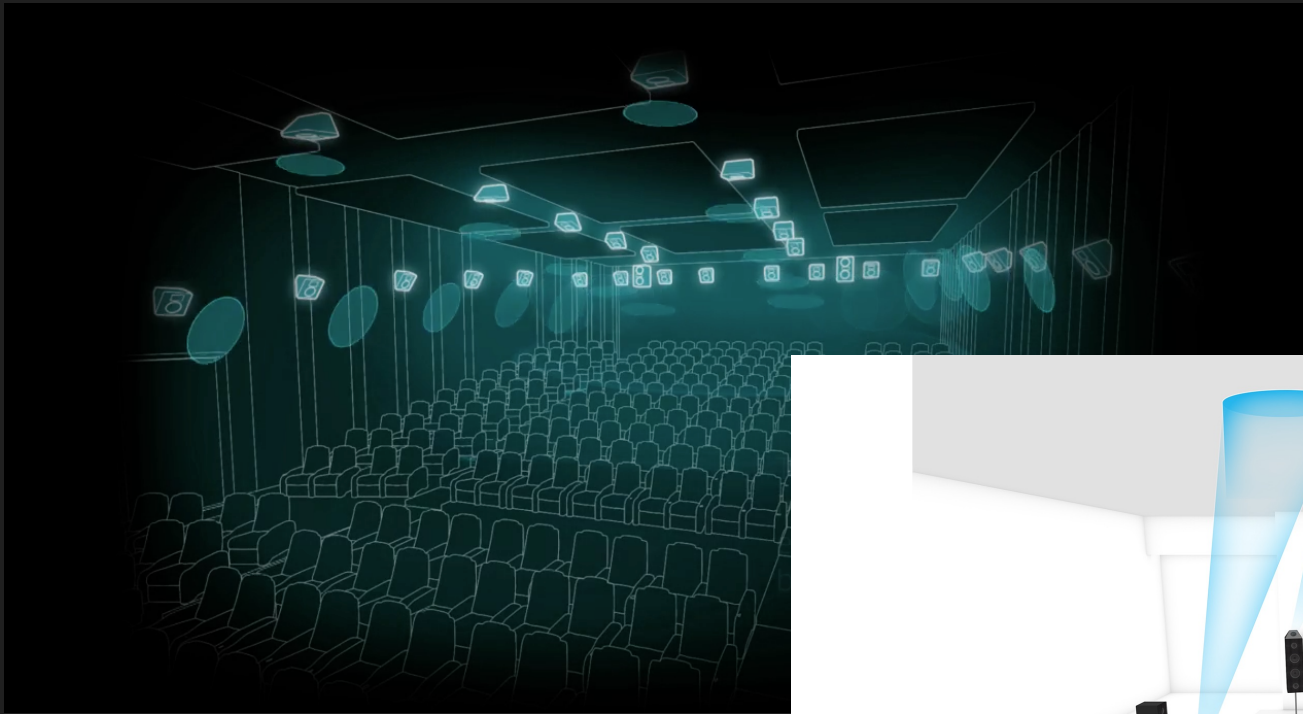
**MOVEMENT OF SOUND**

**ADAPTIVE TO ANY PLAYBACK**

**ENVIRONMENT**



# DOLBY ATMOS<sup>®</sup> AT THE CINEMA & HOME





VISION

Introduction



SDR

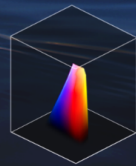
Dolby Vision is the most advanced HDR solution. . .



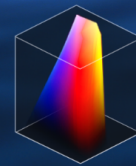
*Richer color*

*Greater contrast*

*Sharper detail*



MILLIONS  
of colors



BILLIONS  
of colors





Dolby Vision IQ technology dynamically adjusts to the changing lighting in the room and the different types of content being played back, while maximizing the full capabilities of the device.



GENERIC HDR



DOLBY VISION IQ



## Conclusion



# Dolby Atmos

- Produce in this audio format to bring an immersive experience to Cinema to Living Rooms to Mobile Devices
- Future proof content with the ability to render to any channel base audio outputs
- Distribution ensured with Dolby technologies.
- Start creatin ATMOS content with as little as USD \$2.5K worth of equipment.  
Headphones.



# Dolby Vision

- Most Advance HDR Solution
- Metadata ensures a consistent look across display devices.
- One master. Grade in VISION to also achieve a great SDR output as well as other HDR formats
- Start grading in VISION with as low as USD \$10K worth of equipment. Limited
- Work out to be same cost to other HDR formats.
- Possibility of revamping legacy content to VISION HDR.



## Conclusion

- Consumers are seeking a good content experience beyond the cinema.
- Dolby is here to create, distribute and facilitate a spectacular experience with your content!



## Q & A

