Press Release

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For Immediate Release

DVB Project Recognizes Dolby Digital as a Digital Audio Standard

DVB Broadcasters Now Able to Transmit Exclusively in Dolby Digital

San Francisco, CA and Wootton Bassett, UK—July 6, 1999 Dolby Laboratories, the world leader in multichannel sound, today announced its Dolby Digital audio technology has been recognized as an accepted audio transmission format for Digital Video Broadcasting (DVB). The DVB Project, a group of 240 organizations responsible for determining the design standards for DVB, has given broadcasters the option to add Dolby Digital to existing DVB applications, and to transmit exclusively in Dolby Digital in new applications where all receivers are guaranteed to be equipped with Dolby Digital decoding.

"We believe the future of audio is clearly in multichannel surround sound," said Tony Spath, Marketing Director, Technology, for Dolby Laboratories' European operation. "We are delighted that broadcasters can now choose Dolby to provide high quality multichannel audio with DVB transmissions."

The DVB Project states that while all DVB-compliant Integrated Receiver-Decoders (IRDs) support MPEG stereo audio, they may additionally support Dolby Digital audio decoding. Dolby's acceptance by the DVB Project directly follows the recent announcement that, like Australia, Singapore's broadcasters will transmit a DVB service that includes only Dolby Digital audio.

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“The detailed work on documenting exactly how Dolby Digital could be best carried in the MPEG-2 transport stream so as to be fully DVB compliant was requested by the DVB’s Commercial Module and carried out by the DVB Technical Module,” commented Peter MacAvock of the DVB Project office. “Broadcasters can now choose the option to transmit Dolby Digital audio secure in the knowledge that receiver manufacturers will be able to make IRDs to a clear and standardized specification.”

Dolby Digital–Becoming A Worldwide De Facto Standard

Currently 14.9 million products incorporating Dolby Digital audio technology have been sold worldwide. Dolby Digital is a perceptual audio coding algorithm that takes advantage of auditory masking and both intra- and inter-channel redundancy to enable the efficient storage and transmission of high-quality digital audio. Conceived as a multichannel system, it was first introduced in 1992 for cinema sound. Due to its unmatched combination of audio quality, low data rate and flexibility, Dolby Digital is now available on laser discs, is a mandated audio format for digital versatile disks (DVD) worldwide, and has become the audio standard for ATSC digital broadcast television and SCTE digital cable television.

About The Digital Video Broadcasting Project

The Digital Video Broadcasting Project encompasses over 240 well known organizations in more than 30 countries worldwide. Members include broadcasters, manufacturers, network operators and regulatory bodies committed to designing a global family of standards for the delivery of digital television. Distinguished by the now instantly recognizable DVB logo, DVB-compliant digital broadcasting and reception equipment for professional, commercial and consumer applications is widely available on the market. Numerous broadcast services using DVB standards are now operational in Europe, North and South America, Africa, Asia and Australia.

About Dolby Laboratories

Dolby Laboratories is the developer of audio signal processing systems used worldwide in consumer audio and video products, on consumer audio and video entertainment media, and in professional sound applications that include music recording, broadcasting and motion picture sound. The privately held company is headquartered in San Francisco, with offices in New York and Los Angeles and European headquarters in England.