

**Media Contacts:**

Jim Arnold, Dolby Laboratories, Director of Public Relations, 415-645-5116

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

Kristin Thomson, Miller/Shandwick Technologies, 310-203-0550 [kthomson@miller.shandwick.com](mailto:kthomson@miller.shandwick.com)

## **Dolby Digital selected as a key factor in Singapore's DVB future**

**SAN FRANCISCO, June 10, 1999**—Dolby Laboratories, the world leader in multichannel sound, announced its Dolby Digital audio technology is a key constituent of Singapore's chosen digital television transmission system. In view of Dolby Digital's market penetration in Singapore and across the world, the Singapore Broadcasting Authority demanded the technology be incorporated in the city-state's new digital television system. Singapore's decision last week to adopt the European digital television standard, Digital Video Broadcasting (DVB), is the second consecutive announcement to use DVB with Dolby Digital audio, the first being Australia.

Singapore was the first country to test all of the options available for digital television, before making their final decision in favor of Dolby Digital. Roland K C Tan, the primary audio expert on the Singapore DTV Technical Committee, now on the research staff of Kent Ridge Digital Labs, Singapore explains: "Besides the existing sound format in stereo or Dolby Surround sound, we recommended that a 5.1 multichannel audio format should be considered in our DTV transmission, to add realism in the reproduced sound effect. We also pointed out that with the growing popularity of home theatre systems in Singapore, such a multichannel setup should not be a problem for the new digital TV sound. Moreover, with the exposure to multichannel sound in cinemas and home theatre systems, we believe local home viewers would be ready to accept the higher sound standard at 5.1 channels, if not expecting it as a de-facto standard in the new digital TV technology."

"Dolby Digital (AC-3) has been in active use for more than seven years now," Mr. Tan continued. "We felt that it is the more established technology, especially in the entertainment industries, having been available in the cinema, on laser discs, as well as on DVDs for some time. To include Dolby Digital in our proposed DTV standard has an added advantage in terms of the availability of Dolby Digital processors worldwide as well as in Singapore."

A committee of representatives from government agencies, the broadcast industry, research institutions and commercial suppliers unanimously recommended the DVB standard. Singapore is expecting to launch its DVB system quickly, with digital television services starting as early as 2000. Singapore is reported to be the first country in Southeast Asia to have reviewed and selected a digital television standard.

"Singapore's demand for the best in digital television technology has laid the foundation for other Southeast Asian countries," said Tony Spath, Marketing Director, Technology, Dolby Laboratories. "We look forward to establishing Dolby Digital as the digital audio standard for digital television broadcasting worldwide."

### **About Singapore Broadcasting Authority**

The Singapore Broadcasting Authority (SBA) was formed following the privatization of Singapore's broadcasting industry. The Singapore Broadcasting Corporation (SBC), the former national broadcaster, was incorporated on October 1, 1994, with the passing of the Singapore Broadcasting Act 1994. This act also provided for the formation of a new statutory board—SBA—under the Ministry of Information and the Arts to regulate and promote the broadcasting industry in Singapore.

The SBA works in association with the following organizations:

- Asia Pacific for Broadcasting Development
- Asia Broadcasting Union
- Commonwealth Broadcasting Association
- Asian Media Information and Communication Centre
- Cable and Satellite Broadcasting Association of Asia
- National Association of Broadcasters
- Commonwealth Broadcasting Association
- World DAB Forum

#### **About Dolby Digital**

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 has since become available on laser disc, a mandated audio format for DVD-Video discs worldwide, and the audio standard for ATSC digital broadcast TV and SCTE digital cable TV.

#### **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.

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