



Press Release

FOR IMMEDIATE RELEASE

Media Contact: Elmar Stetter
Dolby Laboratories
(44) 1793 842100
es@dolby.co.uk

ProSieben is first broadcaster in Europe to transmit Dolby Digital 5.1-channel sound

*Dolby Digital brings digital surround experience
to viewers of DVB digital TV format*

Wootton Bassett, 19 July 1999—Dolby Laboratories announced today that German Broadcaster ProSieben Media AG will be transmitting a Dolby Digital 5.1 audio stream with prime-time movies in the near future. The broadcaster is planning to transmit its first feature film with Dolby Digital multichannel sound around the time of IFA '99 (28.8 to 5.9.99 in Berlin). Set-top boxes suitable for receiving this transmission are also expected to be on show at IFA, by several manufacturers.

“ProSieben, as an innovative and progressive media company, is proud to be the first in Europe,” said Erich Merkle, Technical Director of ProSieben Media AG. “Dolby Digital multichannel surround sound brings genuine extra value to digital television and is an improvement that is clearly recognised by our audiences. We are also planning to set up, in conjunction with Astra, a programme sample loop that will allow the retail trade to demonstrate Dolby Digital 5.1-channel digital surround sound from ProSieben everywhere, and at any time.”

“Market figures for home entertainment equipment clearly demonstrate that consumers like multichannel sound, and the demand is growing fast. With the rapid acceptance of DVD with Dolby Digital, the public will start to expect new digital television services to deliver digital multichannel audio,” commented Dolby’s Tony Spath, Marketing Director, Technology.

Dolby engineers are now working with ProSieben to establish the necessary in-house infrastructure for digital multichannel work, using Dolby E, and liaising with the film production and post-production studios concerned.

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Dolby Laboratories Inc. 100 Potrero Avenue, San Francisco, CA 94103-4813 Telephone 415-558-0200 Fax 415-863-1373
Wootton Bassett, Wiltshire, SN4 8QJ, England Telephone (44) 1793-842100 Fax (44) 1793-842101 www.dolby.com

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Dolby Digital is the audio format for the ATSC digital television standard, and the digital cable standard SCTE. For DVD (Digital Versatile Disc), Dolby Digital is a standard audio format worldwide, meaning every DVD player in the world can decode it. Dolby Digital, with its 5.1 separate channels, is now the backbone of the rapidly growing home theater trend.

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, Los Angeles, Shanghai, Tokyo and European headquarters in England.