

# DOLBY® SURROUND 7.1

## **Big Sound for the Big Screen at Your Cinema!**

Thank you for your interest in Dolby® Surround 7.1. With Dolby Surround 7.1, you are delivering a premium listening experience to your audience by more fully immersing them in the action.

Please take a moment to review this information, then submit the attached registration form with your order. Registration will help get the word out about the exciting new experience your venue provides.

When your theater is registered as a Dolby Surround 7.1 location, distributors can refer to your registration information for supplying Dolby Surround 7.1 content to your theater. Registered Dolby Surround 7.1 theater locations are also included in Dolby's cinema locator map, available at [www.dolby.com/7-1theaters](http://www.dolby.com/7-1theaters). In addition, Dolby Surround 7.1 marketing materials and future promotional opportunities will be made available to registered Dolby Surround 7.1 locations.

Once the Dolby Surround 7.1 registration process is complete, your cinema will be sent the following marketing materials:

- A Dolby Surround 7.1 trailer promoting the auditorium as having the latest and greatest audio experience available
- Dolby Surround 7.1 one-sheet posters for use in backlit poster cases (27 × 40 in.)
- Dolby Surround 7.1 clings for box office windows, poster cases, and the like



Dolby Surround 7.1 poster

Additionally, the following Dolby Surround 7.1 marketing materials can be obtained via email by contacting [cinemamarketing@dolby.com](mailto:cinemamarketing@dolby.com):

- Dolby Surround 7.1 logo and artwork for use in online and print campaigns
- Dolby Surround 7.1 assets and a listing of key benefits for online and print promotions



Example of promotional imagery for *Toy Story 3*

## Featured Dolby Surround 7.1 Titles



## Software Upgrades

Upon registration, owners of **Dolby CP750 Digital Cinema Processors** will receive the Dolby Surround 7.1 software upgrade at no charge, per the three-year Software Maintenance Policy effective October 1, 2010. This policy extends the Software Maintenance coverage of CP750s shipped prior to October 1, 2010, either by two years beyond the original expiration date or, if the expiration date was prior to May 1, 2009, through April 30, 2011. Please email the Dolby Surround 7.1 registration form to [salesadmin@dolby.com](mailto:salesadmin@dolby.com) to receive your upgrade.

For **Dolby CP650 Digital Cinema Processors** with software versions preceding 2.3.6.6, the Dolby Surround 7.1 software upgrade is available at the prices listed below. (A Site License entitles you to use of the software on all processors at one location. A Circuit Licenses entitles you to use of the software on all processors owned by one company.) Submit the completed Dolby Surround 7.1 registration form to your local Dolby dealer or email it to [salesadmin@dolby.com](mailto:salesadmin@dolby.com).

Part No.	Description	List Price
U/CP650/SR7.1	7.1 upgrade for one CP650 (single unit)	\$50
U/SR7.1/SL	7.1 Site License for all CP650s at one location	\$350
U/SR7.1/CL	7.1 Circuit License for all CP650s owned by one company	\$830

