



## Free Dolby Trailers Order Form

Dear Theatre Manager and Projectionist:

The Dolby trademark is recognized around the world as a symbol of sound quality. As the manager of a cinema equipped with Dolby technology, you may take advantage of this Dolby name recognition to advertise and promote your cinema. Dolby trademark artwork, trademark usage guidelines, and window stickers are available to all cinemas featuring Dolby technologies. Cinemas equipped with a Dolby Digital sound system are also eligible to receive a wall plaque, posters, and a limited number of Dolby Digital trailers. Dolby Laboratories is available to help you advertise your sound system; enclosed is a full list of available promotional materials.

This promotional material is sent free of charge, direct from Dolby Laboratories, upon receipt of a completed order form. Information provided by cinemas is added to our theatre database, which is regularly consulted by film distribution and film production companies.

If your theatre is located outside of the US and Canada, please return the order form to your Dolby equipment dealer for processing.

Once again, on behalf of Dolby Laboratories, thank you for your support.

Sincerely,

A handwritten signature in black ink that reads 'Christy Ventura'.

Christy Ventura  
Marketing Communications Specialist

# Dolby® Promotional Kits

Thank you for making Dolby your theatre's premier sound format. Every new theatre equipped with Dolby® sound is given one complimentary theatre kit for each screen equipped with Dolby audio technology. Please complete this form and mail to Dolby Laboratories. Allow three to five weeks for delivery. Thank you.



**Each Dolby Digital Kit contains the following items:**

Quantity \_\_\_\_\_

**Dolby Digital Trailer:** A selection of Dolby Digital trailers. Two flat and two scope.

**Dolby Digital One-Sheet:** One-sheets are printed double-sided and are suitable for use in lighted poster cases.

**Dolby Digital Static Cling:** For use on poster cases—clearly announces that your theatre is equipped with Dolby Digital sound.

**Dolby Digital Box Office Plaque:** For mounting in your box office or theatre lobby. 9" x 21" with gold-on-black lettering.

One per complex.

**Dolby Digital Buttons:** For your staff. One package of 50.

**Dolby Digital Trailer-Only Kit:** Two flat and two scope Dolby Digital encoded trailers per kit.

Quantity \_\_\_\_\_



**Each Dolby Digital Surround EX™ Kit contains the following items:**

Quantity \_\_\_\_\_

**Dolby Digital Surround EX Trailer:** A selection of Dolby Digital Surround EX trailers. One flat and one scope.

**Dolby Digital Surround EX One-Sheet:** One-sheets are printed double-sided and are suitable for use in lighted poster cases.

**Dolby Digital Surround EX Box Office Plaque:** For mounting in your box office or theatre lobby. 9" x 14" with gold-on-black lettering.

**Dolby Digital Surround EX Trailer-Only Kit:** Two flat and two scope Dolby Digital Surround EX encoded trailers per kit.

Quantity \_\_\_\_\_

**Total Kits** \_\_\_\_\_

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## A brief description of each Dolby trailer appears below. Trailers are valued at \$25 each.



**CITY REDUX**

Our latest trailer takes the viewer on an accelerating ride through the city of tomorrow. As you travel from the residential, complacent top layer of the city, through the dark, industrial center, and finally to the bustling street level, you'll notice changes in audio cues and effects that guide the viewer to the finale: a retro-modern Dolby cinema.

**TRAIN**

Our classic Dolby trailer mixed by Academy Award® winner Randy Thom of Skywalker Sound.

**RAIN**

Also an excellent choice for dramatic feature films. Featuring the Dolby soundmark, *Rain* is encoded using Surround EX technology.

**PERSPECTIVES**

A 30-second, live-action 35 mm piece. The colorful, inventive trailer makes use of STOMP's unique performance techniques intensified by Dolby's multichannel audio technologies. *Perspectives* is encoded using Dolby Digital Surround EX technology.

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## How to Order Your Free Marquee Signs

1. Select one of the following signs.

**For auditoriums equipped with Dolby Digital sound:**



Positive



Reversed

**For auditoriums equipped with Dolby Digital Surround EX sound:**



Positive



Reversed

**For auditoriums equipped with Dolby analog sound:**



Positive



Reversed

2. Indicate the brand and style of your current marquee letters. From one of the sizes shown, select the Dolby sign your marquee can accommodate. The dimensions in parentheses show the height and width of your marquee sign. For example, a Dolby marquee sign corresponding to a 10" letter height will measure approximately 12" high x 30" wide.

**Wagner or Bevelite/Adler slotted letters**



- 6" (7" x 18" panel)
- 8" (10" x 25" panel)
- 10" (12" x 30" panel)
- 12" (14" x 35" panel)
- 15" (17" x 43" panel)
- 17" (19" x 48" panel)

**Wagner Zip-Change® or Bevelite/Adler flat letters**



- 6" (7" x 18" panel)
- 8" (10" x 25" panel)
- 10" (12" x 30" panel)
- 12" (14" x 35" panel)
- 15" (17" x 43" panel)
- 17" (19" x 48" panel)
- 17" (19" x 76" panel)

**Wagner Zip-Lite® or Bevelite/Adler Brite-Glo®/Pronto reversed letters**



- 6" (7" x 18" panel)
- 8" (10" x 25" panel)
- 10" (12" x 30" panel)
- 12" (14" x 35" panel)
- 15" (17" x 43" panel)
- 17" (19" x 48" panel)

**Please Print Clearly: (Note: We cannot ship to a post office box.)**

Chain			Theatre Manager	
Theatre			Telephone No.	
Address			Total No. of Dolby Digital Screens	
			Total No. of Dolby Digital Surround EX Screens	
City			Total No. of Screens in Complex	
State/Prov.	Postal Code	Country		
Year Opened	Theatre Email Address	Website Address		

**Please Assist Us by Completing the Information Below.**

Enter total number of each cinema processor in boxes below.

CP45   
  CP55   
  CP65   
  CP500   
  CP650   
  DA10/20   
  SA10  
 Other \_\_\_\_\_

Enter total number of Dolby Digital readers in boxes below.

Basement Reader   
  Penthouse Reader (Cat. No. 700/Cat. No. 701/Cat. No. 702)

Office use only: Rec'd	THID:
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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**BUSINESS REPLY MAIL**  
FIRST CLASS PERMIT NO. 21172 SAN FRANCISCO, CA

POSTAGE WILL BE PAID BY ADDRESSEE

**Marketing Services  
Dolby Laboratories  
100 Potrero Avenue  
San Francisco, CA 94103-4813**



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