

Advertising and Promotional Guidelines for Cinemas

The Dolby name and trademark represent exceptional sound worldwide, and this instant recognition is a valuable asset to your cinemas that are equipped with cinema processors manufactured by Dolby Laboratories. Advertising and publicity inform the public of your Dolby sound system and promote your commitment to quality film presentation.

There are three sound formats available for Dolby equipped theatres: Dolby Digital Surround EX, Dolby Digital, and Dolby analog. Both Dolby Digital Surround EX and Dolby Digital prints also contain an analog soundtrack for theatres without a Surround EX adapter or Dolby Digital processor. Prints with Dolby analog only do not contain a digital soundtrack.

Representing the latest development in digital surround sound technology, Dolby Digital Surround EX adds a third surround channel to the rear speakers of the auditorium. The addition of this new surround channel allows a sound designer to create true “flyover” and “flyaround” effects that are smoother and more realistically placed, either directly behind or beside the audience.

Films released in Dolby Digital Surround EX do not require special prints. Dolby Digital Surround EX films are encoded in the same location on the film as Dolby Digital prints and are fully compatible. To take advantage of Dolby Digital Surround EX, theatres require a Dolby CP650 Digital Cinema Processor or SA10 Surround Adapter.

Auditorium, Marquee, Newspaper, and Internet Advertising

When advertising a film with the Dolby Digital Surround EX format, use this logo:



When advertising a film with the Dolby Digital format, use this logo:







When advertising a film with only the Dolby analog format (SR or A-type), use this logo:



Directory, Co-op, and Internet Advertising

Directory, co-op, and Internet advertising should flag the presentation in each theatre that is equipped for Dolby audio. Theatres would typically be flagged as follows:

 or  Please use either of these logos when playing a Dolby Digital soundtrack through a Dolby Digital processor.

 or  Please use either of these logos when playing a Dolby analog soundtrack through any Dolby processor.

The Dolby name and trademarks are associated with superior-quality audio recording and reproduction, including motion picture sound. Please call us with any questions regarding the correct use of our trademarks, or if you require camera-ready logo artwork. For further information, visit us at www.dolby.com.