


Marking MLP Lossless™ Packing Soundtracks on DVD-A

1 MLP Lossless

MLP Lossless™ is the data reduction technology required by the DVD-A format. MLP Lossless requires approximately half the data required by PCM audio, effectively doubling the usable space on DVD-A discs. The savings can be used to extend playing time, increase the number of channels, or increase the PCM word length, in any combination as desired by the content producer.

The following sections describe the requirements and guidelines for the use of the MLP Lossless trademark on DVD-A packaging.

2 Trademark Licensing

Dolby Laboratories owns the trademarks “MLP Lossless” and the symbol . Like any material property, a trademark may not be used by others without the permission of the trademark owner. Dolby offers royalty-free Trademark Agreements (TMAs) to content producers who wish to use Dolby® trademarks in association with encoded soundtracks. These agreements grant the content owner the ability to use the Dolby trademarks and logos on their media (such as tapes, discs, or broadcasts) and associated materials, provided that the finished soundtracks are of sufficient quality and the marks are used properly. Companies wishing to use the MLP Lossless trademark in association with MLP Lossless soundtracks on DVD should contact their local Dolby office, send an email request to trademarkagreement@dolby.com, or call 415-558-0200 to request the MLP Lossless TMA.

For additional information on Dolby trademark licensing and DVD markings, please refer to the publications “Use of Dolby Trademarks on Audio and Video Media,” “Dolby Trademark Use on DVD,” and “Marking Audio Features on DVD” on the Dolby website at www.dolby.com.

3 Marking MLP Lossless Soundtracks

Once the required MLP Lossless trademark licenses have been obtained from Dolby Laboratories, content providers may use the MLP Lossless logo and trademark to indicate the presence of MLP Lossless encoded soundtracks on their DVD-A discs as described in the following sections.

3.1 MLP Lossless Logo

DVD-A discs containing MLP Lossless soundtracks should be marked using the MLP Lossless logo:



3.2 MLP Lossless Trademark

When indicating MLP Lossless soundtracks on DVD, the phrase “MLP Lossless” should be used, as shown in the examples below.

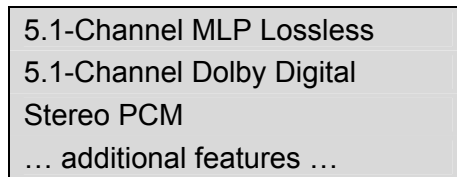


Figure 1 Example DVD Feature Listings

	Soundtrack	Type	Format
①	Main soundtrack	MLP Lossless	5.1
②	Main soundtrack	Dolby Digital	5.1
③	Main soundtrack	PCM	Stereo

	Soundtrack	Format
①	Main soundtrack	5.1 MLP Lossless
②	Main soundtrack	5.1 Dolby Digital
③	Main soundtrack	Stereo PCM





	Soundtrack	Format
①	Main soundtrack	
②	Main soundtrack	
③	Main soundtrack	

Figure 2 Example Tables of DVD-A Audio Features

4 Trademark Acknowledgement

The phrase “MLP Lossless” and the MLP Lossless symbol () are trademarks owned by Dolby Laboratories. Whenever Dolby trademarks are used, their ownership must be acknowledged. When using Dolby trademarks in advertising or other promotional material, the preferred form of acknowledgement is to place an asterisk (*) immediately after the first use of the trademark and include a footnote with the appropriate trademark acknowledgement, as shown below.

Example Text

“The MLP Lossless * soundtrack contains ...”

Footnote

Preferred acknowledgment: *“MLP Lossless” is a trademark of Dolby Laboratories.

Alternate acknowledgments: *Trademark of Dolby Laboratories.

*TM Dolby Laboratories.