

Dolby Digital Trademark Usage on PC Games

1 Guidelines for Trademark Usage

The audio content in PC games may be created using Dolby® Digital sound processing technology. It is important to clearly convey soundtrack information to the consumer by using the appropriate Dolby logo. These guidelines describe methods for correctly indicating this information in PC games and on PC game packaging. Uniformity of markings on games improves consumer understanding and satisfaction, thereby reducing the need for customer support.

Please always refer to a current version of this document to ensure compliance.

A current markings guideline can be found at

www.dolby.com/professional/licensing_trademark/usage_channels.html.

Prior to publication, we suggest that game publishers submit to Dolby Laboratories for review and approval any packaging, artwork, or instruction manual content that mentions Dolby technology. Game publishers must also supply Dolby with one release copy of products using Dolby technology for quality assurance and archiving.

2 Selecting the Correct Dolby Logo

- When a PC game contains a Dolby Digital soundtrack, or makes use of Dolby Digital Live technology, it should display the Dolby Digital logo:



- Under no circumstances may a game display logos for more than one Dolby technology. For example, if the Dolby Digital logo is used, then the Dolby Surround logo may not be used.

3 Dolby Logo Usage

- Dolby logos shall be sized and colored appropriately to ensure easy readability.
- Only one Dolby logo shall appear per package surface. If a logo appears on more than one surface, it shall be the same logo in every case.
- The greatest dimension of a Dolby logo on a given surface shall not be less than the greatest dimension of any other technical logo presented on the same surface.
- The logo shall have a minimum “clear area” on all sides, free of any other text or logos. The “clear area” dimension shall equal the height and width of the double-D symbol, as shown in the shaded area in Figure 1. The logo height itself shall be at least 3 mm (1/8 inch). Note that the required clear area extends to the left and the right of the logo as well the top and bottom.

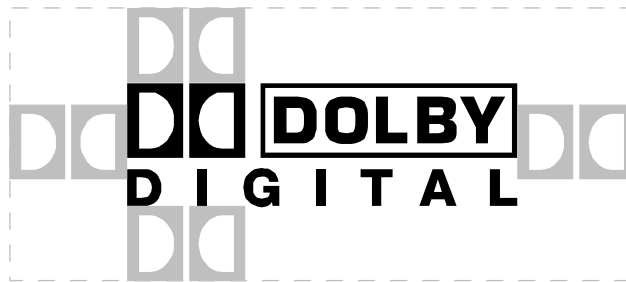


Figure 1 “Clear Area” for Dolby Logo

Logos should be placed on packaging and discs as shown in Figure 2.

4 Dolby Logo Artwork

Dolby logo artwork is available without charge from Dolby Laboratories in the form of TrueType (TT) and Encapsulated PostScript (EPS) files. Please contact TrademarkAgreement@dolby.com for the files you need.

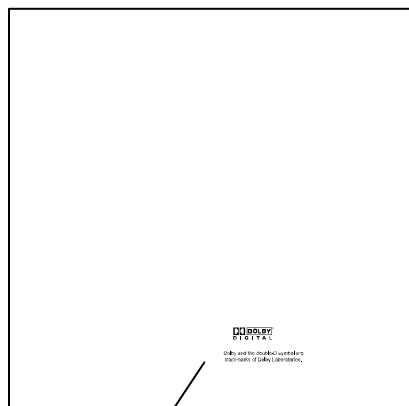
5 Trademark Acknowledgment

A trademark acknowledgment shall be displayed whenever Dolby logos or trademarks are used. The acknowledgment shall be visible on an exposed surface of the package, and identify only those Dolby trademarks used. The correct trademark acknowledgment for games using the Dolby Digital logo is:

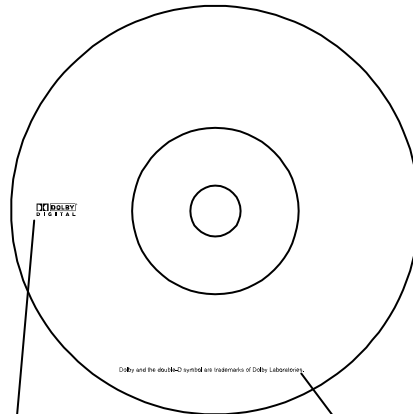
Dolby and the double-D symbol are trademarks of Dolby Laboratories.

Package Front or Back

Disc



Dolby and the double-D symbol are trademarks of Dolby Laboratories.



Dolby and the double-D symbol are trademarks of Dolby Laboratories.

Figure 2 Placement of Dolby Logo and Trademark Acknowledgement on Game Packaging and Discs

6 Marking Requirements

PC games developed for PC audio solutions such as motherboards, USB audio devices, and soundcards with Dolby Digital Live may qualify for use of the Dolby Digital trademark. It is required that PC games with the Dolby Digital trademark be submitted to Dolby Laboratories for approval before release. It is also required that the following text be placed in the “**Minimum System Requirements**” section of the packaging:

**PC audio solution containing Dolby® Digital Live required for
Dolby Digital audio.**

For a current list of audio solutions that include Dolby Digital Live, please contact Dolby Laboratories.

7 Contacts

USA

Dolby Laboratories Licensing Corporation

100 Potrero Avenue
San Francisco, CA 94103-4813 USA

Telephone 415-558-0200

Fax 415-863-1373

game@dolby.com

UK

Dolby Laboratories, Inc.

Wootton Bassett
Wiltshire SN4 8QJ England

Telephone (44) 1793-842100

Fax (44) 1793-842101

game@dolby.co.uk

Japan

Dolby Laboratories International Services, Inc.

NBF Higashi-Ginza Square 3F
13-14 Tsukiji 1-Chome, Chuo-ku
Tokyo 104-0045

Telephone (81) 3-3524-7300

Fax (81) 3-3524-7389

game@dolby.co.jp