

Dolby Trademark Usage on PLAYSTATION 3 Games

1 Guidelines for Trademark Usage

The audio content in PLAYSTATION[®]3 games can be created using Dolby[®] sound processing technologies. 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 PLAYSTATION 3 games and on PLAYSTATION 3 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. It is recommended that game publishers supply Dolby with one release copy of products using Dolby technology for quality assurance and archiving.

2 Selecting the Correct Dolby Logo

- When a PLAYSTATION 3 game contains a Dolby Digital soundtrack, or uses Pro Logic[®] II in addition to Dolby Digital interactive encoding, it should display only the Dolby Digital logo:



- When a PLAYSTATION 3 game contains only a Dolby Pro Logic II soundtrack, it should display the Dolby Pro Logic II 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 Pro Logic II logo may not be used.

3 Dolby Logo Usage

- Dolby logos shall be sized and colored appropriately to ensure easy readability.
- Dolby logos may be used in black, white, blue, gold, or silver. The logo must be set against a background that renders the logo easily visible and clearly legible. A single color must be used throughout the entire logo.
- 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.

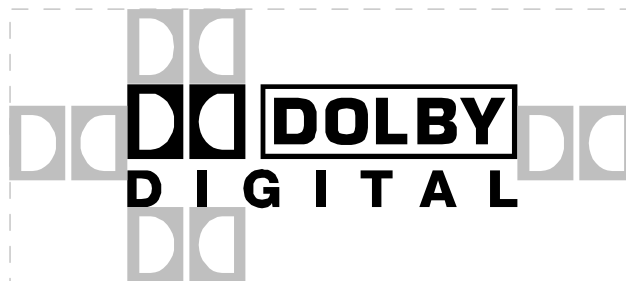


Figure 1 “Clear Area” for Dolby Logo

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:

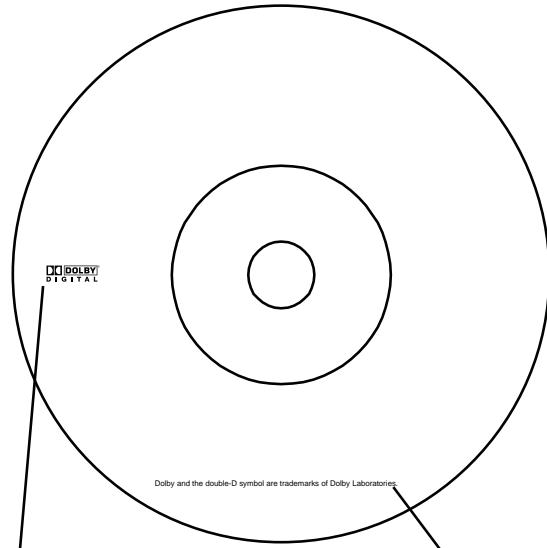
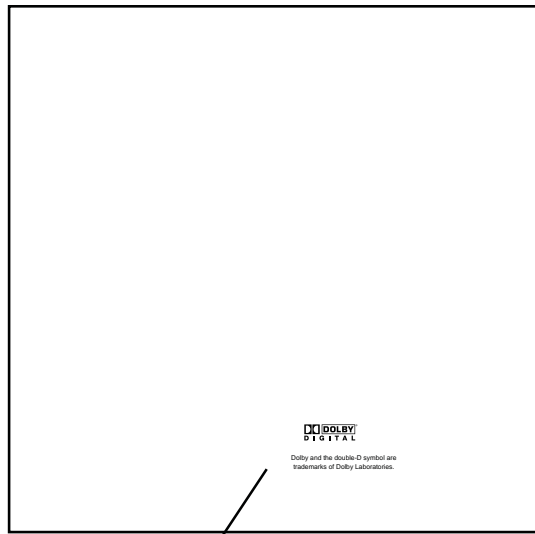
Dolby and the double-D symbol are trademarks of Dolby Laboratories.

The correct trademark acknowledgment for games using the Dolby Pro Logic II logo is:

**Dolby, Pro Logic, 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 PLAYSTATION 3 Game Packaging and Discs

6 Guidelines for e-Distribution Titles

For games with no disc or packaging, such as those available for electronic distribution, place the Dolby logo and trademark acknowledgement in the online manual or the relevant screen of the contents.

7 **Contacts**

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