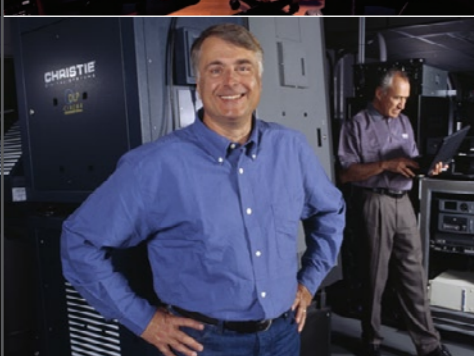


DOLBY[®]
Production Services

EXPERTISE AND EXPERIENCE



Dolby® Production Services helps ensure perfection in motion pictures, from preparation and manufacture to exhibition. Our soundtrack formats are the de facto standards worldwide, and we provide unique mastering support to each project carrying the Dolby logo. Dolby's Image Technology Group provides technologies that benefit both the film and digital sides of the business. We offer comprehensive support services to filmmakers and distributors, including digital cinema mastering, distribution, and venue calibration. We're committed to bringing the original creative vision intact to cinema audiences.

IN THE STUDIO, ON THE STAGE

Motion Picture Soundtrack Mastering Service

From Dolby Surround, to Dolby Digital 5.1, to Dolby Digital Surround EX™, our film sound formats are used on all major 35 mm releases. Dolby has established standardized sound replay conditions for cinemas and for mixing studios to ensure that these films are consistently replayed as envisioned by the director. Through our Motion Picture Service Agreements, we provide direct mastering support services to every film using our technologies.

Digital Cinema Mastering Service

Dolby Laboratories makes digital cinema distribution as straightforward as 35 mm film distribution. Acting as technical agents for our clients, we follow the content from start to finish, providing compression mastering, distribution media preparation, distribution services, key management, and verification services at any digital cinema site with any projector/server combination. We work with other vendors, mastering for either satellite or hard-drive distribution. We do stringent QC of all the digital cinema content we encode, using industry-leading tools.

IN THE LABORATORY

Laboratory QC Certification Service

Dolby engineers visit our print laboratory clients twice a year to calibrate their Dolby Digital quality control systems. This ensures that every print rolling off the line meets strict quality standards and will play in any Dolby Digital equipped cinema worldwide.

Print Checking Service

Dolby provides worldwide laboratory quality-assurance services for distribution and postproduction clients during the release-print manufacturing process of a selected feature film. Our lab technicians systematically sample reels of film, thoroughly scrutinizing both image and sound quality. Select prints are assembled from the highest-graded reels reviewed.

Dolby's efforts to eliminate defects and monitor the overall quality of our clients' products are equally applicable to small releases as well as the year's biggest blockbusters. We have personnel wherever the domestic printing takes place, in Los Angeles, and in Canada, and we send our lab technicians to manufacturing hubs all over the world when requested. We tailor the service to the studio's needs on each particular title. Dolby's knowledge of the print manufacturing process and the Production Services department's constant communication with the lab personnel make this a very successful service, used on more than 50 major film releases per year.

IN THE THEATRE

Technical Theatre Alignment Service

To further ensure that audiences experience the best possible presentation, Dolby application engineers are normally on-site at high-profile screenings, such as premieres and press events. We verify and optimize playback of both film and digital systems, assist with the rehearsal, and provide backup support during the screening itself. Dolby brings equipment as needed, and we check onscreen light levels, align the image correctly, and make any necessary adjustments to ensure a quality presentation every time.

Theatre Presentation Inspection Service

Dolby performs Theatre Presentation Inspections for major studio releases at any theatre in the United States or Canada. Our highly trained personnel assess projection, sound, print quality, and theatre operations, and resolve any issues encountered. This helps assure that the audience experiences the film exactly as the director intended. We attend the first show on opening day and grade the theatre's presentation of that film. If there are any presentation problems, we work with the theatre to immediately resolve them.

A detailed report is sent to the studio, grading each theatre on its presentation, and listing any actions taken by Dolby in the process. On the average project, Dolby visits 20 to 30 theatre locations chosen by the studio. We attend the first screening of the opening day of release and often resolve any problems, such as speakers being out, a poor splice between reels, or a scratched reel that needs to be replaced, prior to that same evening's shows.

IN OUR OFFICE

Screening Service

Dolby's Los Angeles and New York state-of-the-art screening facilities can be rented out for special screenings by the hour or by the day. They are capable of playing back all 35 mm digital sound formats, with simultaneous computer QC. Each screening room is also equipped with a 2K digital cinema projector, and the rooms are often used for image technology testing.

Technical Theatre Mailing Service

For special releases that require unique attention or technical support, Dolby sends out a mailing to each theatre releasing the film with a letter from the film's director or producers; a technical specification sheet for the film listing soundtrack formats, aspect ratios, trailer attachments, running time, and any other pertinent information; and a technical article, projector maintenance fold-out poster, light-level guidelines, and similar information. This service helps bring the added awareness of a film's specific presentation issues directly to the theatre management and staff.

Hotline Service Technical Support

For films requiring special technical attention, we include our "hotline number" on an in-can flyer that ships with the print and a technical mailing. Projectionists calling the hotline will be promptly connected to a Dolby film applications engineer. The engineer can answer questions that are either specific to the particular film, or that pertain to the sound playback equipment, projector issues, print buildup, continuity, or print condition. The engineer talks the projectionist through the problem or connects the projectionist to the person who can. This service has saved a few shows at the eleventh hour and is much appreciated by projectionists.

Dolby End Credit Service

The Dolby End Credit Service is specifically designed to register audience feedback regarding film presentation at every theatre. Dolby's end credit is an onscreen "card" at the very end of the film, stating, "If you experience anything that detracted from the presentation of this film, please contact..." and listing a URL. If a problem is reported, Dolby contacts the theatre and works with its personnel to resolve it. Often, a theatre is unaware that there is a problem. Particularly at special films, a surprising number of people stay until the very end, see the "card," and contact us.

Project Laboratory

Dolby's project laboratories can assist with Dolby Digital or Dolby E layback to HD Video, and support a wide array of audio and video formats to assist with your toughest technical issues.

Special Projects: Premieres and Festivals Service

As with major premieres, our Technical Theatre Alignment Service supports many film festivals all over the world with equipment and engineering. For special venues or outdoor premieres, Dolby can assist with site surveys and preproduction planning, all the way to the equipment install, technical run-through, and technical support for the show itself. We are also behind the scenes at principal cinema industry tradeshow for a majority of the special screenings and events.



For further information about any of our services,
please contact the appropriate Production Services office:

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