



**The transition toward mobile entertainment**

Consumers are watching more long-form content on mobile devices, but the audio quality still fails to deliver. With Dolby Audio™, service providers can deliver a compelling audio experience that enhances TV, movies, and sports like never before.

**66%**

Percentage of smartphone users who are not highly satisfied with their phone's audio<sup>1</sup>

**61%**

Percentage of consumers who watch TV/video on mobile devices<sup>2</sup>

**203%**

Increase in online viewing on mobile devices since 2014<sup>3</sup>

**Deliver a superior audio experience on the go**

Unlock the potential of mobile entertainment by giving your audiences powerful and crystal-clear audio on all of their content, on any platform.

**Crystal-clear audio**

Dolby Audio lets users hear the whole story, delivering loud and clear sound optimized for small-speaker devices. It enhances dialogue clarity, strengthens bass, and improves overall intelligibility.

**Personalized experiences**

Customers can select their preferred language and set dialogue levels. Sports fans can choose from Home or Away team commentators, or mute commentary entirely, to get the full event experience.

**Better accessibility**

Dolby Audio offers built-in descriptive video for the visually impaired so everyone can enjoy their favorite stories. Easy to deploy, it helps service providers meet accessibility requirements in several regions.

**Immersive sound**

Dolby Audio provides an immersive entertainment experience, including 5.1 and Dolby Atmos®, through headphones or device speakers.

### Features and specifications

Built by the leaders in audio, Dolby Audio enables service providers to open up a whole new entertainment experience through a robust feature set. Features include:

- Dolby Digital Plus™ and Dolby® Digital decoding: supports up to 7.1 channels and Dolby Atmos decoding
- Loudness-management tools offering loud and clear sound on mobile devices
- Accessibility features including descriptive video services (DVS)
- Headphone virtualization offering an immersive audio experience over headphones
- Better dialogue intelligibility
- Personalization features including language selection and commentator selection for live content
- Compatible with iOS and Android™ platforms

Common Mobile Audio Problems	Dolby Audio for Service Providers
I can't clearly hear the show's dialogue.	Dialogue enhancement ensures that every word is heard.
The original content isn't in my native language.	Language-track selection lets you choose alternative languages.
I wish I could hear what the other team's announcers are saying about our players.	Home/Away commentator options let you choose which announcers to hear.
Movies on my mobile device always sound flat and lifeless.	Virtualized surround sound over the speakers or headphones improves the experience.

To learn more or schedule a demo, please contact your Dolby sales representative.

#### Notes

1. Ericsson TV & Media 2015
2. Ooyala Global Video Index
3. Ooyala Q2 2016 Global Video Index

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