



Motion Picture Advertising Guidelines For Licensed Distributors

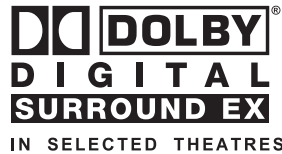
Three sound formats are available for theatrical distribution from Dolby Laboratories: Dolby® Digital Surround EX™, Dolby Digital, and Dolby SR. Both Dolby Digital Surround EX and Dolby Digital incorporate a six-channel digital soundtrack and a high-quality Dolby SR analog soundtrack on the same piece of film. Dolby SR is our highest quality four-channel analog system.

The latest development in digital surround sound technology, Dolby Digital Surround EX provides filmmakers greater flexibility with their soundtracks by adding a third surround channel. The addition of this new surround channel allows sound designers to create true flyover and flyaround effects that are smoother and more realistically placed, either directly behind or beside the audience.

Films released in Dolby Digital Surround EX do not require special prints. Dolby Digital Surround EX films are encoded in the same location on the film as Dolby Digital prints and are fully compatible. To take advantage of Dolby Digital Surround EX, theatres require a Dolby CP650 Digital Cinema Processor or SA10 Surround Adapter. For your convenience, the correct use for each logo is outlined below.

Trailers, Posters, National Advertising, and Film End Credit

When advertising a film with the Dolby Digital Surround EX format, use the logo:



When advertising a film with the Dolby Digital format, use the logo:



When advertising a film with only a Dolby analog format (SR or A), use the logo:



Appropriate translations of the disclaimer "In Selected Theatres" should be used with foreign-language versions.

The Dolby name and trademarks are associated with superior-quality audio recording and reproduction, including motion picture sound. Please call us with any questions regarding the correct use of our trademarks, or if you require camera-ready logo artwork. For further information, visit us at www.dolby.com.

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