

**DOLBY**

Dolby Technologies for Total Performance



Total Performance  
from HD Media

**DOLBY**  
**TRUEHD**

*The mean chords of the bass guitar rip through the concert hall; the drummer is slamming, and the crowd is going crazy. The experience feels so alive, it's as if you're right there. That's what Dolby TrueHD is all about—total performance, to the last detail.*

## Everyone Benefits

Dolby TrueHD bitstreams can be transported directly to the latest audio/video receivers for the ultimate home theater experience. But unlike other lossless formats, Dolby TrueHD can also be decoded right inside the player and output in a variety of formats for compatibility with most playback systems.

## Get Going with Dolby TrueHD

For technical data, customer stories, and more about Dolby TrueHD, visit \_\_\_\_\_ . And to get started on a license, contact \_\_\_\_\_ .

Fulfill the promise of HD media. Give your customers the ultimate entertainment experience. Give them Dolby TrueHD.

## WHAT TO TELL YOUR CUSTOMERS

### Dolby Keeps the Promise

You've heard the claims for Blu-ray Disc: unrivaled picture and sound, and interactivity like never before. Dolby keeps the promise with the ultimate lossless audio technology designed for high-definition entertainment on Blue-ray Disc and future media: Dolby TrueHD.

### Total Performance

Dolby TrueHD delivers powerful audio for Blu-ray Disc and other HD media—stunningly alive sound that complements the high-definition picture. Dolby TrueHD unlocks the full entertainment experience—be it an epic car chase, an electrifying rock concert, or an adventurous journey through the rainforest. What you hear are sounds so real, so vivid, you feel you're not just watching the scene—you're living it.

### Why You Want Dolby TrueHD

Dolby TrueHD brings you the best possible sound from Blu-ray Disc and advanced A/V receivers—audio that is precisely what the artist had in mind. It's all there—sounds as pronounced as the insistent whir of helicopters hovering above you or as subtle as the lapping of waves against a boat's hull. With Dolby TrueHD there's room for everything: vivid picture, electrifying sound, and all kinds of new and engaging interactive features. As for compatibility, the answer is yes—from the latest 7.1 receivers to any 5.1 playback system you may have. And Dolby TrueHD is ready for future entertainment delivery systems as well.

So if it's total performance you're looking for, look for Dolby TrueHD when shopping for your home theater equipment. Ask for it by name.



### Dolby Laboratories, Inc.

100 Potrero Avenue, San Francisco, CA 94103-4813 USA T 415-558-0200 F 415-863-1373  
Wootton Bassett, Wiltshire SN4 8QJ England T 44-17093-842100 F 44-1793-842101

[dolby.com](http://dolby.com)

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