



## Dolby Licenses High Dynamic Range Image Display Patents to Sony

**San Francisco, June 6, 2011**-Dolby Laboratories, Inc. (NYSE: DLB) today announced that Sony Corporation has licensed local dimming high dynamic range (HDR) image display patents from Dolby for select Sony BRAVIA™ LCD televisions with LED backlight technology.

LCDs with Dolby's imaging technologies deliver enhanced dynamic contrast to produce vivid images that significantly surpass the picture quality of fluorescent tube backlit LCDs-providing consumers with the high-quality entertainment experience they have come to associate with the Dolby brand.

"Dolby is committed to delivering the best possible entertainment experience, whether that means immersing surround sound to enhance audio, or LED local dimming LCDs that consume less power to display very bright, high contrast images," said Ramzi Haidamus, Executive Vice President, Sales and Marketing, Dolby Laboratories. "Dolby continues to create innovative imaging solutions that enable partners to provide compelling entertainment experiences."

Dolby has been involved with imaging technology for years, beginning with Dolby® Digital Cinema in 2005. Since then, Dolby has launched Dolby 3D for the cinema, the Dolby Professional Reference Monitor for postproduction HD mastering, an open specification for 3D broadcast, and now HDR for LED-LCD consumer televisions.

Dolby's HDR imaging technologies greatly improve the visual impact of an LCD, delivering amazingly lifelike images with virtually all the contrast, vibrant colors, true blacks, and subtle shadings that are seen naturally. Specifically, the Dolby LED backlight small area local dimming technologies vary the illumination intensity throughout an image to provide the precise brightness level each portion of an image requires. These technologies address current LCD display limitations, in particular with conventional cold-cathode fluorescent (CCFL) tube backlighting. Dolby's imaging technologies enable the display of images that approach the full dynamic range of what the human eye can see.

### **About Dolby Laboratories**

Dolby Laboratories (NYSE: DLB) is the global leader in technologies that are essential elements in the best entertainment experiences. Founded in 1965 and best known for high-quality audio and surround sound, Dolby creates innovations that enrich entertainment at the movies, at home, or on the go. For more information about Dolby Laboratories or Dolby technologies, visit [www.dolby.com](http://www.dolby.com).

Media Contact:  
Josh Gershman  
Dolby Laboratories  
415-260-3316  
[jgers@dolby.com](mailto:jgers@dolby.com)