



THE ART OF
FLIGHT

Red Bull Media House and Brain Farm Digital Cinema Team Up with Dolby to Produce the Highest Quality Sound and Visuals for “The Art of FLIGHT”

Collaboration marks the first time Dolby and Skywalker Sound work on an action sports film

Santa Monica, CA (August 17, 2011) – In a first for action sports films, Dolby Laboratories collaborates with Red Bull Media House and Brain Farm Digital Cinema, as they present “[The Art of FLIGHT](#),” a Curt Morgan film. The Dolby collaboration adds value to “The Art of FLIGHT” post-production including finishing the final sound mixes for theater capabilities as well as customized mixes for DVD and Blu-ray™ for the most compelling viewing experience possible. “The Art of FLIGHT,” releasing September 2011, combines intriguing storytelling and character development with stunning snowboarding action, all captured on state-of-the-art filmmaking equipment.

“The Art of FLIGHT’ is the perfect vehicle to showcase Dolby’s innovative technology in both audio and imaging,” said Angus McGilpin, Creative Director, Dolby Laboratories. “We’re looking forward to working with the team at Brain Farm Digital Cinema to bring out the film’s dramatic feel and stunning imagery through completely immersive surround sound and providing the cleanest, clearest visuals possible.”

The final sound mix for “The Art of FLIGHT” will be done at the famous Skywalker Ranch near San Francisco. Skywalker Sound, founded by George Lucas, is one of the largest, most versatile full-service post-production facilities in the world with 18 Academy Awards® to show for their work. Dolby will mix the film for optimal play with separate home, video and theatrical mixes. The Blu-ray™ version of “The Art of FLIGHT” will be mastered in 7.1 surround sound using Dolby TrueHD, a lossless multi-channel audio technology.

Dolby will do the final color grading using its latest video technology, the PRM-4200 Professional Reference Monitor. The award-winning Professional Reference Monitor was used on numerous high-profile projects this past year, including “The Social Network” and the 4K re-mastering of “Apocalypse Now.”

“The Art of FLIGHT” global screening tour will benefit from Dolby’s digital cinema package file including the Dolby Screen Server DSS200 and Dolby CP750 Cinema Sound Processor, as used in major theater chains. The world premiere for “The Art of FLIGHT” will be at New York City’s Beacon Theatre on September 7th. The film comes to Blu-ray™, DVD and iTunes the following day, September 8, 2011. Tickets for the global screening tour, the first and second trailer and more are now online, ArtofFLIGHTmovie.com.

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About Red Bull Media House:

Red Bull Media House, founded in Austria in 2007, with a North America subsidiary since January 2011, has been producing and distributing content for over 20 years. Red Bull Media House develops compelling and innovative long-form programming and short-form content derived from its strong brand, events, and athletes. Through a network spanning 160 countries, Red Bull Media House develops stories that speak to a young, global audience captured in the highest quality for all media channels including television, film, print, mobile, and digital.

www.redbullmediahouse.com

About Brain Farm Digital Cinema:

Brain Farm Digital Cinema is an independent, boutique production house focusing on the creation of action/adventure sport motion pictures, commercials and television programming of the finest quality. Headed by director/cinematographer, Curt Morgan, and working closely with professional snowboarder Travis Rice, Brain Farm continually pushes the caliber of its entertainment, raising the bar for the action/adventure sports world to follow. www.brainfarmcinema.com

For high resolution photos and high definition video clips free for editorial use, please visit www.redbullcontentpool.com. "The Art of FLIGHT" media kit is posted online at artofflightmovie.com/media. Password is "flight."

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