

A large, stylized '3D' logo in a glowing blue, metallic font. The letters are outlined with a bright white light, giving them a three-dimensional appearance. The background is a dark blue gradient with light rays emanating from behind the logo.

**DOLBY**

## Dolby® 3D: A Superior 3D Solution

Dolby® 3D is unique among 3D solutions. Not only does it provide an incredible visual experience, Dolby 3D is also easy to install and operate, exceptionally cost-effective, and better for the environment. Sharp images, true color, economical, eco-conscious: that's Dolby 3D.

# The Right Choice

Dolby 3D delivers an extraordinary 3D experience that provides vivid color and a sharp, clear image from every seat in the house.

## Premium Quality

Widely recognized as producing the best 3D image, Dolby 3D provides an amazingly sharp picture with brighter, more natural colors—giving your audiences an unparalleled 3D experience they'll want to return for again and again.

## Flexible

Dolby 3D wows audiences on any screen—either on traditional white screens or on silver screens, allowing for greater scheduling flexibility. Easily switch between 2D and 3D, and move films from one auditorium to another without screen restrictions.

## Efficient

Have your first 3D screening the evening your Dolby 3D kit arrives. Dolby 3D is simple to install, and requires only a few additional components in theaters already equipped with digital projection.

## Sustainable

Our eco-friendly reusable glasses are a smart alternative to throwaways. Engineered to perform brilliantly through hundreds of screenings, they typically pay for themselves after a single Dolby 3D release.

## Live 3D

Dolby 3D works with live 3D broadcasts to deliver pristine alternative content to your audience.

# Next-Generation Dolby 3D Glasses

Comfortably fits over 98 percent of prescription eyewear.

More durable materials and sturdy construction withstand the rigors of daily use.

3M™ film lenses deliver lower cost and lighter weight with brilliant optical performance and enhanced durability.

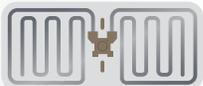
Sensormatic® tag's improved security performance is compatible with existing systems.



Patent pending texture map ensures frames clean easily and completely.

## Integrated Passive RFID Tag Technology

This unique radio frequency identification tag can be used for tracking glasses, inventory management, theft deterrence, incentive programs, and more. It's also wireless and doesn't require batteries.



Wraparound sides block extraneous light and ensure a snug, comfortable fit for adults and youth. New smaller size available for younger children.

Lightweight reusable glasses bring 3D images to life in amazing color and clarity. Our eco-friendly glasses deliver the premium Dolby 3D experience customers expect, with a durable design that lasts hundreds of uses.

# How the Dolby 3D System Works

Dolby 3D projects rapidly alternating full-color images for the left eye and right eye that use slightly offset primary-color frequencies. The audience wears passive glasses with high-fidelity color spectrum filtering lenses that are precisely tuned to specific color bands. Unlike other 3D systems that manipulate the projected image, Dolby 3D technology filters the light prior to the image being formed, which produces an exceptionally crisp, clear image. This approach produces the highest quality 3D images without requiring a special screen or battery-powered glasses.



A **rotating filter wheel** assembly installed in your existing projector inserts between the lamp and picture element for 3D and retracts for 2D.



A **Dolby Filter Controller (DFC100)** automatically synchronizes the filter wheel with 3D digital content as it's projected.

## Dolby 3D Large-Screen Solution

Project the sharpest and clearest 3D picture on your biggest screens. The Dolby 3D system supports dual projector configurations typically used for screens wider than 45 feet (13.7 meters).

### Increased Light Efficiency

The passive filters of the Dolby 3D large-screen solution allow two projectors to be used, increasing light output and efficiency.

## Dolby 3D Makes Good Business Sense

Dolby 3D provides a thrilling audience experience and a powerful box-office attraction. It's also more cost-effective and better for the environment than systems that use disposable glasses. Another key feature: Dolby 3D is part of an integrated suite of Dolby Digital Cinema products from a company with over 40 years of cinematic innovation.

### Keep More 3D Profit

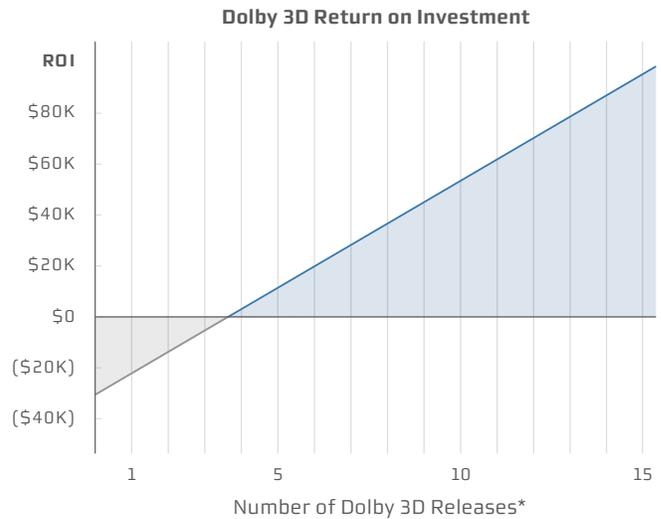
Dolby 3D is a one-time investment—no annual licensing fees or revenue sharing. In fact, a complete Dolby 3D system generally pays for itself after only a few 3D releases. You keep more of the additional revenues generated with Dolby 3D and your ROI continues to improve over time.

### Durable and Eco-Friendly

Engineered to resist damage and hold their shape, Dolby 3D glasses deliver a comfortable fit and the highest quality 3D experience for hundreds of uses, without ending up in landfills like disposables. Reduce, reuse, recycle—it's good for business.

### World-Class Support

Dolby provides comprehensive support for our 3D solution, including a Dolby 3D trailer, collection boxes for our 3D glasses, and in-theater marketing materials. Let audiences know you provide a superior 3D experience with Dolby 3D.



\*Based on 7,500 admissions per title. Assumes an annual 1 percent rate of shrinkage for reusable glasses. For comparison purposes only.

## Learn How Easy Dolby 3D Can Be

For more information on how Dolby 3D can transform your theater, contact your Dolby cinema equipment provider or visit [www.dolby.com/3Dcinema](http://www.dolby.com/3Dcinema).

