

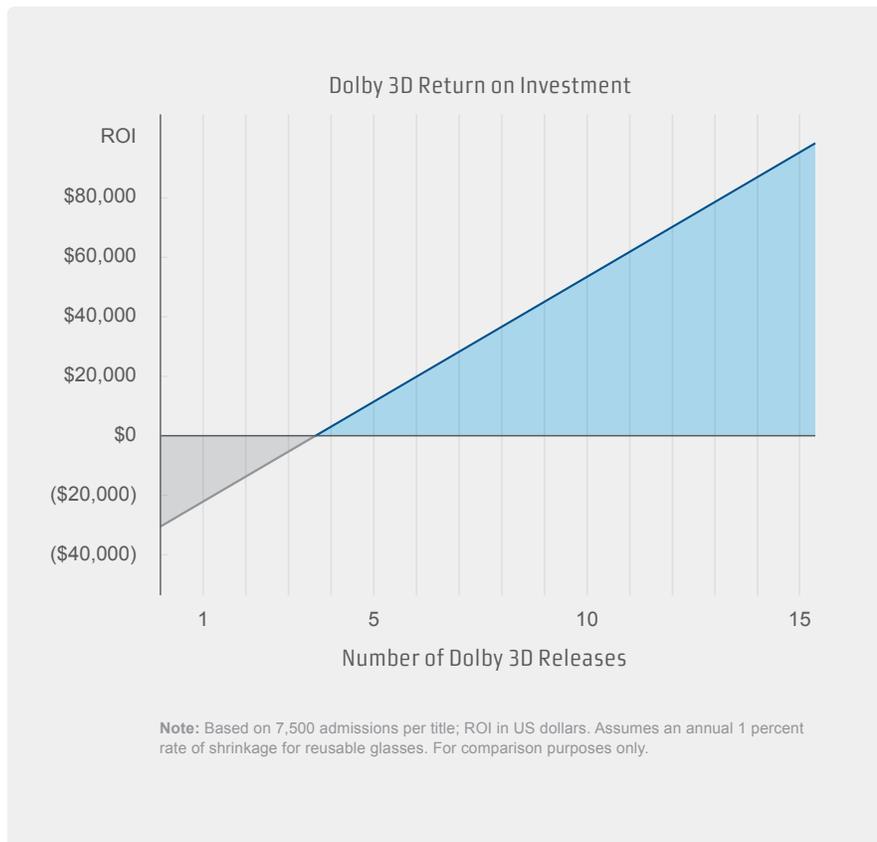


The Superior 3D Solution

Dolby® 3D provides an incredible visual experience, is easy to install and operate, and with the reusable glasses, saves money and the environment. Sharp images, true color, low cost, and eco-friendly: that's Dolby 3D.

Own Your 3D Financial Destiny

Begin putting profit in your pocket in fewer than four 3D engagements.



Low Total Cost of Ownership

Don't just take our word for it: Dolby 3D ranked number one in cost-effectiveness for total cost of ownership, according to Dodona Research.*

- Can use either white or silver screens
- No ongoing revenue sharing
- Low-cost, eco-friendly reusable glasses

Premium-Quality Images

Widely recognized as producing the best 3D images, Dolby 3D provides an amazingly sharp picture with brighter, more natural colors, and supports 3D at up to 60 frames per second (fps).

Institutions with the most exacting quality standards choose Dolby 3D:

- Cinemas
- Museums and science centers
- Theme parks and attractions

* Source: Dodona Research, *3D Cinema*, November 2011.

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 viewer wears passive glasses with high-fidelity color-spectrum filtering lenses that are precisely tuned to specific color bands. Unlike 3D systems that manipulate the projected image, Dolby 3D technology filters the light prior to the image being formed, a process that results in 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, supporting 3D at up to 60 fps.

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).

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

Dolby 3D Glasses

Dolby 3D glasses strike the perfect balance between style and performance. And they're also available in a smaller size, made to fit children. Supplied in green, the smaller glasses share the great features of the adult version.

- Sensormatic® and RFID tagging
- Comfortable fit when worn over prescription glasses
- Scratch-resistant and antireflective lenses
- Durable, suitable for hundreds of uses



Dolby 3D Glasses with integrated passive RFID tag technology for tracking glasses, inventory management, theft deterrence, incentive programs, and more



Dolby 3D Glasses for children

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.



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