



Audio From Creation to
Enjoyment — Anywhere

IBC 2009
Hall 2, Booth B.28



From content creation all the way to the consumer,
Dolby® broadcast technologies work together as a seamless,
integrated solution.

PRODUCTION >

Dolby broadcast technologies support the unique requirements of each link in the content delivery chain. Whether you're creating a surround sound mix for broadcast, Blu-ray Disc™, online or mobile content, Dolby tools efficiently optimize soundtracks in industry-standard formats.

New Dolby E plug-ins from partners Minnetonka and Neyrinck simplify creation of Dolby E versions right on your workstation.

The Dolby DP570 Multichannel Audio Tool enables you to check stereo downmix compatibility and to optimise metadata, an essential step for HD delivery.

And the Dolby DP600 Program Optimizer automatically creates different versions of your mix to suit requirements for broadcast, VOD, and online delivery.

DELIVERY – INFRASTRUCTURE >

Dolby infrastructure tools and technologies simplify the handling of surround audio prior to transmission. From ingest and contribution to master control and playout, Dolby helps ensure a thrilling, consistent listening experience at home.

For your real-time infrastructure, Dolby E products from over 30 manufacturers provide a proven way of handling surround audio and metadata in a convenient integrated format. Additionally, Dolby is working with the industry to enable new solutions to carry metadata with audio, such as SMPTE 2020 for HD-SDI embedding.

For a file-based infrastructure, the Dolby DP600 Program Optimizer automatically aligns programmes to your target loudness level and generates metadata for optimal replay. The DP600 and transcoding tools from Dolby partners enable a range of solutions for broadcast, VOD, online, and mobile content encoding workflows.

DELIVERY – TRANSMISSION >

From broadcast and IPTV to mobile and online, Dolby audio technologies are at the heart of the next-generation entertainment experience.

Dolby Digital Plus enables you to offer stunning home cinema audio using even less data than conventional Dolby Digital. And Dolby Digital Plus will keep your services at the forefront with advanced options such as 7.1-channel surround and interactive audio mixing.

Dolby Pulse brings the Dolby experience to an even broader range of data-constrained formats, including mobile, IPTV, and terrestrial broadcast. Built on HE AAC for optimal efficiency, Dolby Pulse adds the consistency, surround sound features, and infrastructure compatibility provided by other Dolby technologies.

At IBC 2009, Dolby is highlighting a broad range of partner products with support for Dolby Digital Plus and Dolby Pulse, including the world's first Dolby Pulse capable video encoder, the Grass Valley™ ViBE EM3000.

RECEPTION >

With the new Multistream (MS) family of licensable decoder implementations for consumer receivers, Dolby maximises broadcasters' flexibility to pick the transmission format that best suits their needs. Supporting Dolby Digital, Dolby Digital Plus, Dolby Pulse and HE AAC, the Dolby MS decoder family provide receiver manufacturers with single, integrated implementations that provide support for the diverse range of formats being used in Europe. Consistency of performance is guaranteed by Dolby's implementation and product approval programmes.

The Dolby MS family enables new features such as adding description for the visually-impaired and director commentaries with minimal bandwidth cost, then mixing them with program audio within the receiver upon reception.

ABOUT METADATA

Dolby audio metadata makes it possible to optimise a single audio stream for all listener systems, from small TV sets to elaborate home cinema systems. You can also deliver exciting surround soundtracks that can be downmixed precisely as you specify for stereo reproduction, eliminating the need for a separate stereo transmission. Whether you use presets or automated generation, or optimise it individually for specific programmes, metadata lets you tailor receiver operation to give you the sound you want.





All Dolby broadcast technologies support a path for metadata, ensuring that consumers hear programming the way it was intended.



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