



World's Largest Satellite-based Digital Cinema Network

UFO Moviez and Dolby to Bring Dolby Surround Sound to UFO Cinemas

Mumbai, 22 February, 2012: UFO Moviez India Ltd and Dolby Laboratories, Inc. (NYSE: DLB) today announced a collaboration to bring a major transition in the audio experience across UFO's digital cinema screens in India, bringing high quality cinematic surround sound to UFO cinemas across the country.

Dolby will assist UFO with setup for the digital encoding and mastering workflow for UFO Moviez and provide UFO-Dolby co-branded CP750 cinema processors, delivering a complete end-to-end digital sound process and helping to provide an authentic audio experience in the theatres. Currently, sound in many digital cinemas in India goes through multiple conversions from digital to analog and back, resulting in loss in sound quality at each conversion. Additionally, audio alignment and calibration of theaters is planned to be conducted, ensuring a premium entertainment experience for movie-goers in UFO cinemas.

Sanjay Gaikwad, Founder and Managing Director, UFO Moviez India Ltd said, "We have invested in bringing surround sound from Dolby to our digital cinema chain in India because we are committed to delivering innovative technology that adds value to the entertainment experiences for our viewers." He added, "While we have already enhanced the viewer's experience by providing digital quality picture to cinemas across India, the audio experience is still in the analog format. This partnership will complete the digital cinema experience by providing digital surround sound, on par with the best facilities in the world. The UFO-Dolby co-branded audio processors will also be future-proofed beyond standard 5.1 surround sound, as filmmakers migrate to 7.1 surround sound, which is simultaneously happening around the world."

"At Dolby it has been our constant endeavor to make the entertainment experience richer, more realistic, and immersive. Dolby has constantly helped filmmakers and sound designers to realize and preserve their creative intent, so that cinema going audiences can experience their favorite movies as intended by the content creator," said Mahesh Sundaram, Vice President, Asia Pacific, Dolby Laboratories. "We are excited to be working with UFO Moviez to bring Dolby Surround Sound to UFO's Digital Cinema network in India. The collaboration intends to expand the footprint and reach of premium cinema entertainment in India by delivering significant improvements that enhance the experience in theatres across the country."

Source: www.ufomoviez.com