



World's Largest Satellite-based Digital Cinema Network

## **UFO Moviez and Dolby to Bring Dolby Surround Sound to UFO Cinemas in Kolkata & East India**

DIGITAL SOUND MEETS DIGITAL VISION ENHANCING EXPERIENCE  
FOR MOVIE LOVERS

**Kolkata, June 8, 2012:** UFO Moviez India Ltd and Dolby Laboratories, Inc. (NYSE: DLB) announced a collaboration to bring a major transition in the audio experience across UFO's digital cinema screens in East India, bringing high quality cinematic surround sound to UFO cinemas in Kolkata, West Bengal and the whole of East India.

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.

Pankaj Jaysinh, Chief Operating Officer, UFO Moviez India Ltd., said, "We have invested in bringing surround sound from Dolby to our digital cinema chain in East 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 Raj Vartak, Head, Cinema Sales & Content Services. “We are excited to be working with UFO Moviez to bring Dolby Surround Sound to UFO’s Digital Cinema network in East 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.”

#### About UFO Moviez

Founded by the Valuable Group in 2005, UFO Moviez India Ltd is the world’s largest satellite networked digital cinema chain. UFO’s path breaking initiative has revolutionized the way films are distributed & exhibited in India through its pioneering technology and infrastructure. Leading Indian industrial house Apollo Tyres Group and international PE investors 3i UK and Providence Equity Partners have made investments in UFO. Currently, with more than 3000 digital cinema installations spread in 1300 cities across the length and breadth of India, UFO is an integral part of the Indian film industry and significantly contributes to its expansion through wide spread day one releases of films across geographies.

UFO has recently acquired a controlling stake in Scrabble Entertainment. Scrabble is an integrator of DCI compliant screens in India. Scrabble has already deployed 450 DCI screens in India, which number is expected to grow to 1200 by end 2012.

#### About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) is the global leader in technologies that are essential elements in the best entertainment experiences. Founded in 1965 and best known for high-quality audio and surround sound, Dolby creates innovations that enrich entertainment at the movies, at home, or on the go. For more information about Dolby Laboratories or Dolby technologies, visit [www.dolby.com](http://www.dolby.com).

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