



The Home Entertainment Experience

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DOLBY LABORATORIES
SVG SUMMIT 2018

1990s

Standard Definition

SDR

Stereo Audio

Broadcast, VCR



2000s

High Definition

SDR

Stereo & 5.1 Audio

Broadcast, Cable, Satellite, DVD



2015

4K Ultra HD

SDR

Immersive Audio

Broadcast, Cable, Satellite,
Streaming, Blu-ray



TODAY

4K Ultra HD

HDR

Immersive Audio

Broadcast, Cable, Satellite

Streaming, UHD Blu-ray



BEYOND THE LIVING ROOM



200M+ SMARTPHONES WITH HDR AND/OR IMMERSIVE AUDIO BY 2019

SMARTER, BRIGHTER, MORE COLOR AND DETAIL, CHEAPER

More than 50% of TVs shipped
support 4K UHD¹

70% of TVs shipping in 2018 are
smart TVs²

21% of all household have a TV
that supports HDR³



TCL

4K HDR

DOLBY VISION

**“TCL 6 SERIES IS A
ROKU-POWERED
PICTURE QUALITY
MONSTER”**

c|net

EDITORS'
CHOICE

JUL 2018

#TCLROKUTV

#TCLUSA

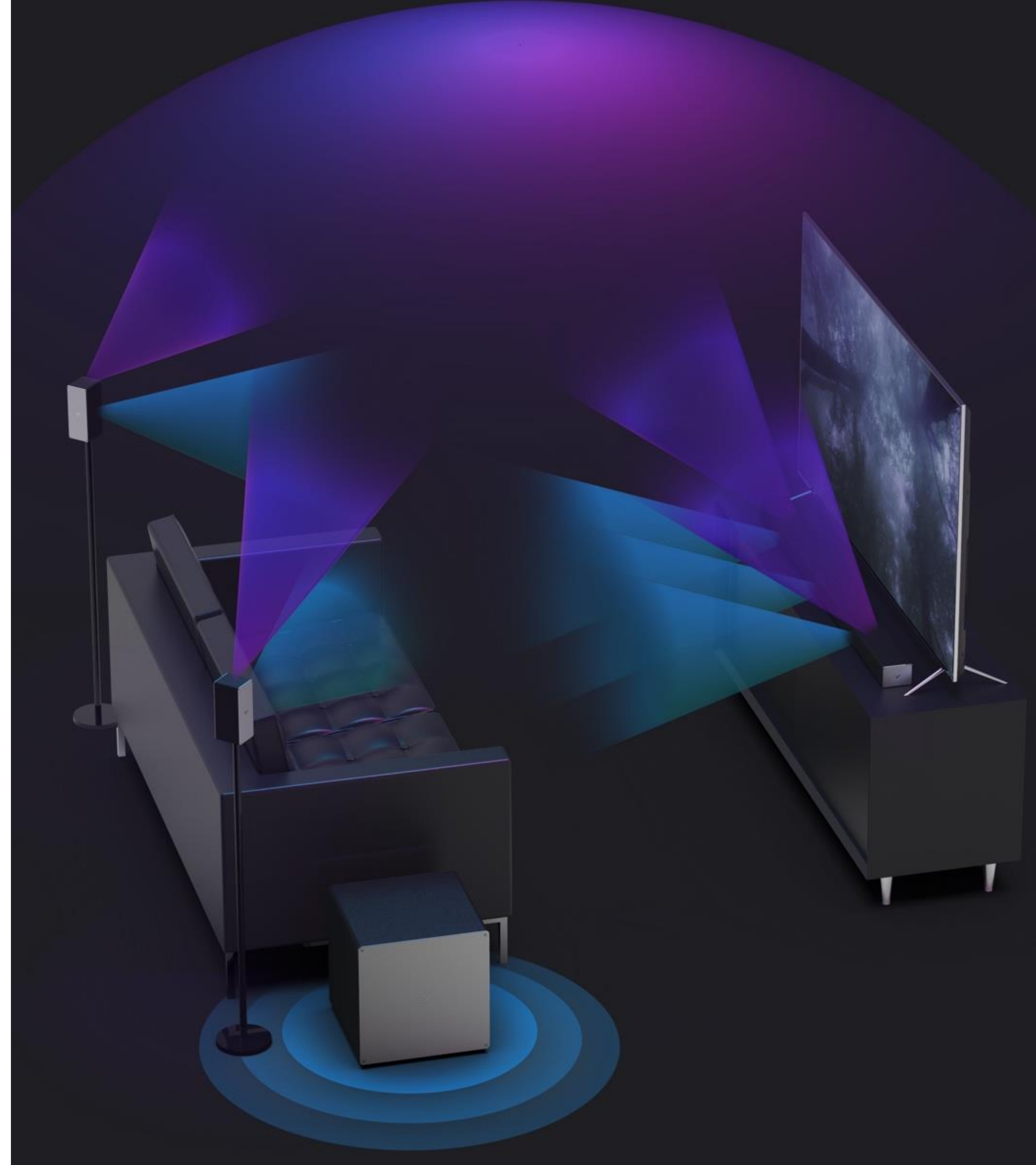
CHEAPER, SMALLER AND MORE IMMERSIVE

Sound bar penetration in the US is expected to grow to 41% by 2022 and will comprise 75% of all home theater devices¹

Demand fueled by premium features like immersive audio

By 2022 ~50% of Sound bars above \$300 will include immersive audio²

Smart speakers growing rapidly and becoming entertainment devices



READY FOR THE MASS MARKET

TCL 55S517 55-Inch 4K Ultra HD Roku Smart LED TV (2018 Model)

\$429⁹⁹ \$699.99 (39% off)

prime ★★★★★ 438

ADD TO CART



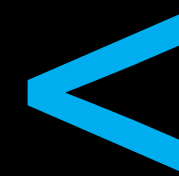
WI-FI
DOLBY ATMOS

\$449.99

Free Shipping

Vizio SB36512-F6 36" 5.1.2 Home Theater Sound System and Wireless Surround Sound System

★★★★★ (14)



Your new iPhone X^s

iPhone XS SIM-free Silver 64GB²

Pay in full **\$999.00**

iPhone (Unlocked and SIM-free)



EVER EXPANDING CONTENT OPTIONS

Movies > Action & Adventure > Universal Pictures



Jurassic World: Fallen Kingdom

PG-13

Details Ratings and Reviews Related

iTunes Review

The trickiest part of any *Jurassic Park* sequel is figuring out how to get people back to the dinosaur-infested island, and *Jurassic World: Fallen Kingdom* comes up with a doozy: rescuing the dinosaurs from a volcano. Stars Chris Pratt and Bryce Dallas Howard intensify their simmering chemistry, and Jeff Goldblum returns in a must-see cameo as chaos theorist Ian Malcolm. The velociraptor Blue is also back, as well as plenty of newer, scarier, rampaging beasts. Director J.A. Bayona creates a string of unforgettable sequences, including one we wish we could forget: an innocent, abandoned brachiosaurus that destroys our hearts every time we think of it.

About the Movie

With all of the wonder, adventure and thrills synonymous with one of the most popular and successful series in cinema history, this all-new motion-picture event sees the return of favorite characters and dinosaurs—along with new breeds more awe-inspiring and terrifying than ever before. Welcome to "Jurassic World: Fallen Kingdom." Stars Pratt and Howard return alongside executive producers Steven Spielberg and Colin Trevorrow f... more

Trailer



Also available in SD >

4K DOLBY VISION DOLBY ATMOS CC SDH AD

★ (48%)
★★★★☆ (700)

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A NETFLIX FILM THE CHRISTMAS CHRONICLES

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CIANS

NETFLIX TRAVELERS

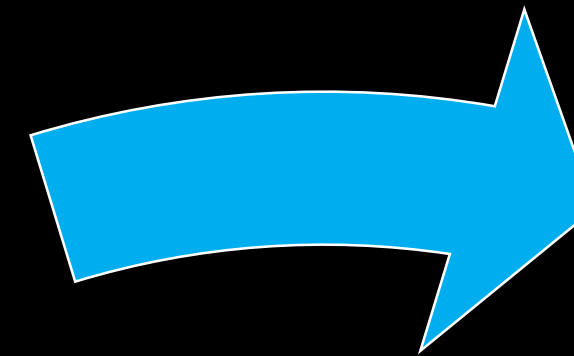
NETFLIX MYSTERY SCIENCE THEATER 3000 THE GAUNTLET NEW EDITION

82% OF SUPER FANS USE STREAMING SERVICES

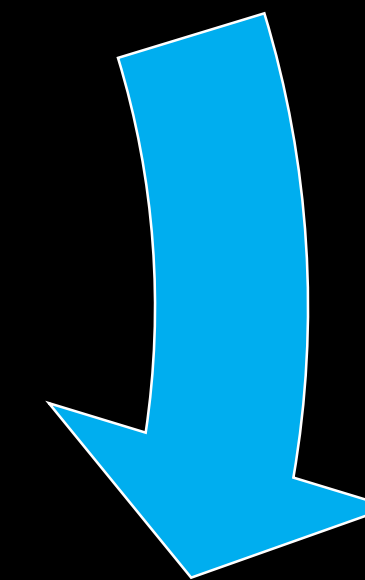
CONSUMERS WANT AWESOME

290%

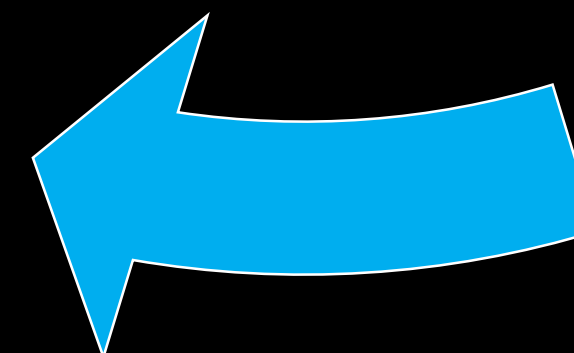
HDR TV shipments will grow at 41% CAGR and reach 245M units in 2022¹



35% of consumers plan to buy video product this holiday season²



NETFLIX



158M

2022 Installed base Of Home Theater Devices³

READY FOR PRIMETIME



NBA TV



DIRECTV



COMCAST



GLOBOSAT

CCTV



sky sports





THE WORK IS ONGOING



WHAT'S NEXT

We experience the world through our senses, watching at home should be no exception

Dolby is advancing the science of sight and sound to create and enable spectacular experiences



