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DOLBY JOINS SCENARIST UHDG ADVISORY GROUP

Provides Information and Assistance to UHDG on Dolby Vision HDR Option for Ultra HD Blu-ray Format

LAS VEGAS, Nevada (April 15, 2015) - Scenarist, LLC, the developer of Hollywood-standard professional Blu-ray Disc authoring systems based in Marin County, California, announced today at the National Association of Broadcast convention (NAB) that technology leader Dolby Laboratories (NYSE: DLB) has joined the Scenarist UHDG authoring alliance as an advisory group member. UHDG Advisory Group members are typically technology developers and CE companies that benefit from working closely with the professional authoring community, and to gain access to the developing technology in the critical launch phase of the new format. Benefits include information exchange and access to test contents during format development. The proven results of this interaction include increased compatibility between packed media and new CE players at the format launch point.

The Scenarist UHDG is a focus group of high-end authoring facilities that are engaged in creating UHD content and who will provide workflow testing and feedback during critical phases of Scenarist's development of new authoring tools for Ultra HD Blu-ray.

"Participating in the Scenarist UHDG focus group aligns with our history of engaging with the professional production community," said Giles Baker, SVP, Broadcast Business Group, Dolby Laboratories, in San Francisco, CA. "Dolby Vision offers a dramatically different viewing experience that engages your senses, and we are looking forward to working with the authoring community to bring this technology into living rooms with Ultra HD Blu-ray."

The Blu-ray Disc Association announced extensions to the Blu-ray Disc format at CES 2014. The new format is to be called Ultra HD Blu-ray (UHD-BD) and includes support for ultra high definition, high dynamic range 4K video, optional HDR technologies such as Dolby Vision, increased content storage and Digital Bridge, the ability to legitimately export contents from BD titles to other electronic formats. Dolby is a member of the BDA's Board of Directors.

As a key part of their UHDG Advisory Group participation, Dolby will assist Scenarist in providing strategic information about utilizing HDR, Dolby Vision and more to Scenarist's customers who are working closely with Scenarist during the development of its authoring tools for Ultra HD Blu-ray.

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“Dolby Vision provides a stunning visual experience and Ultra HD Blu-ray, with its advanced data rates and storage capacity, will provide the perfect platform to showcase it,” said Rolf Hartley, managing partner at Scenarist, LLC. “We are delighted to have Dolby’s participation in the UHDG so they can provide the authoring community with key information necessary to the work effectively with their exciting technology.”

Scenarist is targeting the release of its Ultra HD Blu-ray authoring system in the third-quarter of 2015. Scenarist will attend the National Association of Broadcasters Convention in Las Vegas, Nevada in stand SU11221MR on April 13-16, 2015.

About Scenarist, LLC

Scenarist, LLC, located in Marin County, California, is the world’s leading developer of professional authoring technology. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on physical media formats such as DVD-Video and Blu-ray Disc. The company’s core products, Scenarist SD and Scenarist BD, have been the Hollywood-standard since 1995 because they provide unparalleled access to format parameters and enable the ultimate level of authoring creativity for Hollywood’s most demanding titles. Today, the vast majority of DVDs and BDs have been released using Scenarist authoring systems. Scenarist is a Contributor Member of the Blu-ray Disc Association. In 2014, the Blu-ray Disc Association announced new extensions for the Blu-ray format that include support for 4K/HDR video, immersive audio and new features such as Digital Bridge, the ability to legitimately export movie contents in full resolution on to other electronic devices. In April 2015 Scenarist launched the UHDG, a focus group of high-end authoring facilities, technology developers and service providers that will work with Scenarist during the critical development phases of its new authoring tools for Ultra HD Blu-ray. Scenarist and the Scenarist logo are registered trademarks in the United States and other territories, all rights reserved. Contact Scenarist online at www.scenarist.com or via email at info@scenarist.com.