SCENARIST COLLABORATES TO INTEGRATE DOLBY VISION FOR ULTRA HD BLU-RAY AUTHORING

Developing Scenarist® UHD to Create Best-In-Class HDR Titles

LAS VEGAS, NEVADA (April 15, 2016) - Scenarist, LLC, the developer of Hollywood-standard Ultra HD Blu-ray Disc authoring systems based in Marin County, California today announced that it is collaborating with a global group of industry partners and UHDG focus group members to develop the workflows and tools for authoring of Dolby Vision™ enabled Ultra HD Blu-ray. The combined effort will establish a benchmark for the creation of commercial worldwide releases in the newly launched format that will feature the most exciting video quality that has ever been available to movie lovers in the living room.

"Scenarist's breadth of experience and commitment to the professional authoring industry is reflective of their eminent ability to establish Dolby Vision workflows for Ultra HD Blu-ray," said Curt Behlmer, SVP Content Solutions and Industry Relations, Dolby Laboratories. "Scenarist UHD has already been widely adopted as a commercial authoring tool for Ultra HD Blu-ray and we are excited to work with Scenarist to enable Dolby Vision title creation for their authoring facility customers worldwide."

Dolby Vision for Ultra HD Blu-ray includes a 100% compatible HDR 10-bit video stream playable in all Ultra HD Blu-ray format players. An Ultra HD Blu-ray title with Dolby Vision, when played in a Dolby Vision enabled player and connected to a Dolby Vision enabled display, yields a 12-bit video quality image with an expanded dynamic range and remarkable color depth, along with dynamic metadata to ensure an accurate presentation of the creative intent approved by the film maker. Combined with Ultra HD Blu-ray's massive data rate, Dolby Vision titles will deliver an unsurpassed home entertainment experience.

"We are very excited to be part of the effort with Scenarist to standardize the requirements for authoring Dolby Vision enabled titles with Scenarist UHD," said Raja Sahi, CTO at Radius 60 Studios LLC, a major content prep, authoring facility, and OTT distributor in Los Angeles, California. "Our major motion picture studio clients are always pushing the envelope on image quality and creativity, and the team at Scenarist is always there to help us meet these increasing demands."

"We are delighted to be working with Dolby and our global authoring and technology partners to establish industry benchmarks for creating Dolby Vision-enabled Ultra HD Blu-ray titles," said Chris Neely, managing partner at Scenarist, LLC in Marin County,

California. "We expect Dolby Vision to deliver the very best video experience possible on Ultra HD Blu-ray disc, and Scenarist UHD is there to enable our customers to address the strong demand from studios and content distributors to release Ultra HD Blu-ray titles with Dolby Vision."

Scenarist will be holding private demonstrations of Scenarist UHD at the National Association of Broadcasters (NAB) convention in Las Vegas from April 18-21st in a private suite located at the Renaissance Hotel next to the South Hall of the Las Vegas Convention Center. Contact info@scenarist.com for more information.

About Scenarist, LLC
Scenarist, LLC, located in Marin County, California, is the world's leading developer of professional authoring technology since 1995. Scenarist products enable major motion picture companies, high-end authoring facilities, producers and independent content holders to release titles on media formats including DVD-Video, Blu-ray Disc and Ultra HD Blu-ray. The company's products are the "gold standard" in Hollywood because they provide unparalleled authoring access to format specification and enable the highest level of creative control for the most demanding titles. Today, the majority of commercially released titles worldwide have been created using Scenarist. www.scenarist.com