

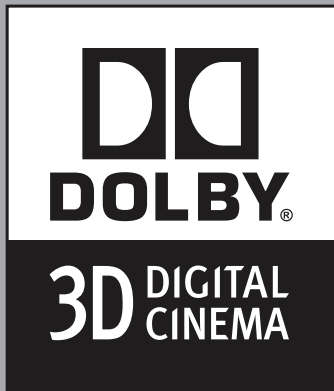


## The Future of 3D Is Now



Already proving itself as a powerful and growing box-office attraction, Dolby® 3D Digital Cinema engages audiences in something much richer and more compelling than they're used to seeing in the movie theatre. Events onscreen seem closer to real life—even larger than life. In fact, Dolby 3D Digital Cinema offers moviegoers an experience so vivid and enthralling, they're choosing 3D over 2D presentations when given the choice, and they keep coming back for more.

Compared to the film-based 3D systems that came and went 50 years ago, today's Dolby 3D Digital Cinema offers more compelling realism, less complex theatre installations, and an easier path to creating and distributing 3D content. And it offers a combination of performance and practicality that is unique among today's 3D technologies.



## The Right Choice

Converting to 3D digital is an important commitment, so you want to be sure you're making the right choice. Dolby 3D Digital Cinema is an extension of Dolby Digital Cinema, an established, reliable technology. It delivers an impressive 3D experience that provides realistic color and a sharp, clear image from every seat in the house, even in the back row and in the aisles. It's practical, cost-effective, and straightforward to install and operate.

The new technology behind Dolby 3D Digital Cinema requires only a few additional components in theatres already equipped for digital projection:



*A rotating filter wheel assembly installed in your existing projector inserts between the lamp and picture element for 3D and retracts for 2D.*



*A DFC100 Dolby Filter Controller automatically synchronizes the filter wheel with 3D digital content as it's projected.*



*Lightweight passive glasses bring the picture to life for the audience.*

### Learn How Easy 3D Can Be

For more information on how Dolby 3D Digital Cinema can transform your theatre, contact your Dolby cinema equipment provider, or call Dolby at 415-558-0200.

[www.dolby.com](http://www.dolby.com)

## Quality

Realistic color and a sharp, clear image from every seat in the house.

## Flexibility

Switch between 2D and 3D. Move movies to additional auditoriums without changing a thing.

## Efficiency

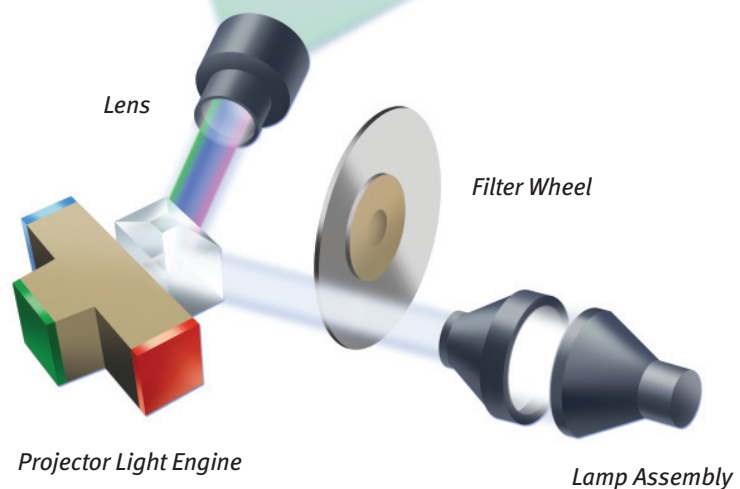
No silver screen. You can use your existing screen, eliminating the expense and drawbacks of the special silver screen required by other 3D formats.



## How the Dolby 3D System Works



DOLBY 3D DIGITAL CINEMA PROJECTS ALTERNATING FULL-COLOR IMAGES FOR THE LEFT EYE AND RIGHT EYE THAT ARE NOT QUITE IDENTICAL WITH RESPECT TO THEIR PRIMARY COLOR FREQUENCIES. THE AUDIENCE WEARS PASSIVE GLASSES WITH FILTERING LENSES THAT ARE PRECISELY TUNED TO THESE DIFFERENCES, THEREBY PREVENTING EACH EYE FROM SEEING THE IMAGES INTENDED FOR THE OTHER EYE. THIS NEW TECHNOLOGY ELIMINATES THE NEED FOR THE IMPRACTICAL SILVER SCREENS OR THE ACTIVE-SHUTTER GLASSES OF OTHER SYSTEMS.





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