Fil m-Tech

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Free Dolby Trailers Order Form

Dear Theatre Manager and Projectionist:

Congratulations on the opening of your theatre, and the installation of a Dolby sound system! We hope that you, and especially your audiences, will enjoy the extra dimension that multichannel sound adds to the motion picture experience. Dolby Laboratories is available to help you advertise your sound system to your customers; enclosed is a full list of available promotional materials.

The Dolby trademark is recognized around the world as a symbol of sound quality. As a cinema equipped with Dolby technology, you may take advantage of this Dolby name recognition to advertise and promote your cinema. Dolby trademark artwork, trademark usage guidelines, and window stickers are available to all Dolby cinemas. Cinemas equipped with a Dolby Digital sound system are also eligible to receive a wall plaque, posters, and a limited number of Dolby Digital trailers. All this promotional material is sent free of charge, direct from Dolby Laboratories, upon receipt of a completed order form. Information provided by cinemas is added to our theatre database, which is regularly consulted by film distribution and film production companies. Names of Dolby Digital and Dolby Digital Surround EX cinemas are also posted on our web site at www.dolby.com.

For theatres located outside of the U.S. and Canada, please return order form to your Dolby equipment dealer for processing.

Once again, on behalf of Dolby Laboratories, we thank you for your support.

Sincerely,

Christy Hannon

Marketing Services Coordinator

Christy Hannox

Dolby Laboratories, Inc. 100 Potrero Avenue, San Francisco, CA 94103-4813 Telephone 415-558-0200 Fax 415-863-1373 Wootton Bassett, Wiltshire, SN4 8QJ, England Telephone (44) 1793-842100 Fax (44) 1793-842101 www.dolby.com

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Dolby Trailer Kits

Thank you for making Dolby your theatre's premier sound format. Every new theatre equipped with Dolby sound is given one complimentary theatre kit for each screen equipped with Dolby sound. Please complete this form and mail to Dolby Laboratories. Allow three to five weeks for delivery. Thank you.

Example:

Cinema complex with ten screens equipped with Dolby sound is allowed a total of ten theatre kits, which can be a combination of formats: two Dolby Analog Kits, six Dolby Digital Kits, and two Dolby Digital Surround EX Kits.



Each Dolby Analog Kit contains the following items:

: Quantity _____

Dolby Analog Trailer: "TEMPLE" which is specially mixed for Dolby SR auditoriums. One flat and one scope. Dolby One-sheet: One-sheets are printed double-sided and are suitable for use in lighted poster cases.

Dolby Static Cling: For use on poster cases—clearly anounces that your theatre is equipped with Dolby sound.

Dolby Box Office Plaque: For mounting in your box office or theatre lobby. 7" x 21" with gold on black lettering.

Dolby Buttons: For your staff; one package of 50.

Projectionist Maintenance Wall Chart: Helpful guide to maintain your Dolby equipment.



Each Dolby Digital Kit contains the following items:

Quantity _____

Dolby Digital Trailer: A selection of Dolby Digital trailers. Two flat and two scope.

Dolby Digital One-sheet: One-sheets are printed double-sided and are suitable for use in lighted poster cases.

Dolby Digital Static Cling: For use on poster cases—clearly announces that your theatre is equipped with Dolby Digital sound.

Dolby Digital Box Office Plaque: For mounting in your box office or theatre lobby. 9" x 21" with gold on black lettering. One per complex.

Dolby Digital Buttons: For your staff; one package of 50.

Literature "What Is Dolby Digital?": One package of 50.

Projectionist Maintenance Wall Chart: Helpful guide to maintain your Dolby equipment.



SURROUND•EX

Each Dolby Digital Surround EX Kit contains the following items:

Quantity _

Dolby Digital Surround EX Trailer: A selection of Dolby Digital Surround EX trailers. One flat and one scope. Dolby Digital Surround EX One-sheet: One-sheets are printed double-sided and are suitable for use in lighted poster cases.

Dolby Digital Surround EX Static Cling: For use on poster cases—clearly announces that your theatre is equipped with Dolby Digital Surround EX sound.

Dolby Digital Surround EX Buttons: For your staff; one package of 50.

Projectionist Maintenance Wall Chart: Helpful guide to maintain your Dolby equipment.

Total Kits _____

To provide you background on the selection of trailers, a brief description of each Dolby trailer appears below. Trailers are valued at \$25 each.



DOLBY DIGITAL

TRAIN — Our classic Dolby trailer mixed by Academy Award® winner Randy Thom of Skywalker Sound.

EGYPT—This subtly mixed trailer is an excellent choice for dramatic feature films. RAIN—Have you ever seen rain drops collide in mid-air? Now you can with actual footage. This trailer is an excellent choice for dramatic feature films. Featuring the Dolby soundmark, *Rain* is encoded using Surround EX technology.

AURORA—The newest Dolby Digital trailer featuring over fifty choir members who introduce viewers to the magic of an aurora in space. This trailer is a visual and audio treat for your audience. Featuring the Dolby soundmark, *Aurora* is encoded using Surround EX technology.

Office use only: Rec'd



TEMPLE—Specially mixed for auditoriums equipped with Dolby SR sound technology.

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