



## DOLBY DIMENSION AT A GLANCE

Building on its heritage as an innovator in entertainment technology, Dolby is introducing a new way to experience shows, movies, and music with Dolby Dimension — the first wireless headphones perfected for home entertainment.

### WHY DOLBY DIMENSION?

Streaming services have fundamentally changed the way consumers watch and listen to their entertainment. There is more premium content available than ever before and consumers are accessing it at all times, across multiple devices.

With Dolby Dimension, consumers can be fully immersed with cinematic sound, while staying connected to their important everyday life moments, all while binge watching their favorite hit series on Netflix, iTunes, or Amazon Prime Video.

Dolby Dimension eliminates the days of “volume rodeos” consumers often have in turning the volume up and down so as not to disturb others, and the days of “read watching” with subtitles because the volume is so low consumers can’t hear dialogue. There is no need to watch with one ear cup off or go to a separate room because they want to watch something different from their partner or roommate. Instead, consumers can fully immerse themselves in entertainment whenever they want.

### TARGET AUDIENCE

- Heavy users of online and streaming content
- Early adopters willing to invest in premium experiences
- Families with multiple screens who value time together
- Consumers unwilling to sacrifice great sound

### KEY BENEFITS

- An experience optimized for where you watch the most, your home
- Seamless connectivity with all your screens, not just your phone
- Immersion in your content, but not isolation
- Enjoy your content with the most spectacular sound, always

### PRODUCT DESIGN

Dolby Dimension is designed from the ground up to focus on delivering a spectacular audio experience with proprietary Dolby technology that works so seamlessly, people forget they’re wearing sophisticated audio processing technology.

Premium materials, fit and finish, and intuitive touch controls all come together to ensure long-lasting comfort for binge sessions, allowing people to relax and escape for long periods of time with total peace of mind. Custom-designed 40mm acoustic drivers, an advanced microphone array, and proprietary signal processing help consumers immerse themselves in their shows like never before — all while allowing them to stay present where it matters most.



## FEATURE HIGHLIGHTS

### DOLBY LIFEMIX

A proprietary new technology central to the Dolby Dimension experience. It allows consumers to control how much they hear of their surroundings — from a perfect blend of their entertainment and life around them (Transparency) to shutting out the world (Active Noise Cancellation).

Consumers can experience shows, movies, and music while hearing as much or as little from their surroundings as they want, all in perfect balance and clarity.

*LifeMix settings in the Dolby Dimension app:*

#### 0 / ACTIVE NOISE CANCELLATION

Block out the sound from your surroundings.

#### 1–10 / TRANSPARENCY

Increase the level of sound you hear from your surroundings.

#### 11 / BOOST

Powerfully augment sounds from your surroundings.

### CINEMATIC SOUND

Dolby brings its longstanding expertise of inventing spectacular sound technologies for the cinema to headphones — sound that makes people feel more immersed in their shows, movies, and music than ever before.

Enjoy a fully immersive sound experience through **Virtualization** — advanced digital signal processing that dramatically enhances the sound of all movies, shows, and music.

**Head Tracking** makes the sound seem like it's always coming from your screen, even when you turn your head, for a consistently realistic experience.

### ONE-TOUCH SWITCHING

Seamlessly switch between screens with ease. Tap one of three Source Buttons on the right earcup to instantly change source devices, whether it's a Bluetooth-enabled TV, computer, tablet, or phone. With the Dolby Dimension app, you can manage up to eight devices.

## ADDITIONAL HIGHLIGHTS

The **Dolby Dimension app** (available for free on iOS and Android) allows users to adjust key features — such as Dolby LifeMix, Virtualization, and Head Tracking — and manage paired devices.

The included **Power Base** gives Dolby Dimension a home within the home, keeping it charged while not in use and making it easily accessible for the next binge session.

Intuitive **Touch Controls** on Dolby Dimension lets people toggle LifeMix, hit play or pause, adjust volume, go forward or back, activate Siri or Google Assistant, and take calls — all without having to pick up a remote or source device.

## AVAILABILITY & PRICING

Dolby Dimension will be available for \$599 (US) in the United States beginning today at [dolby.com](http://dolby.com).

Experience it in select b8ta stores on December 1st.