



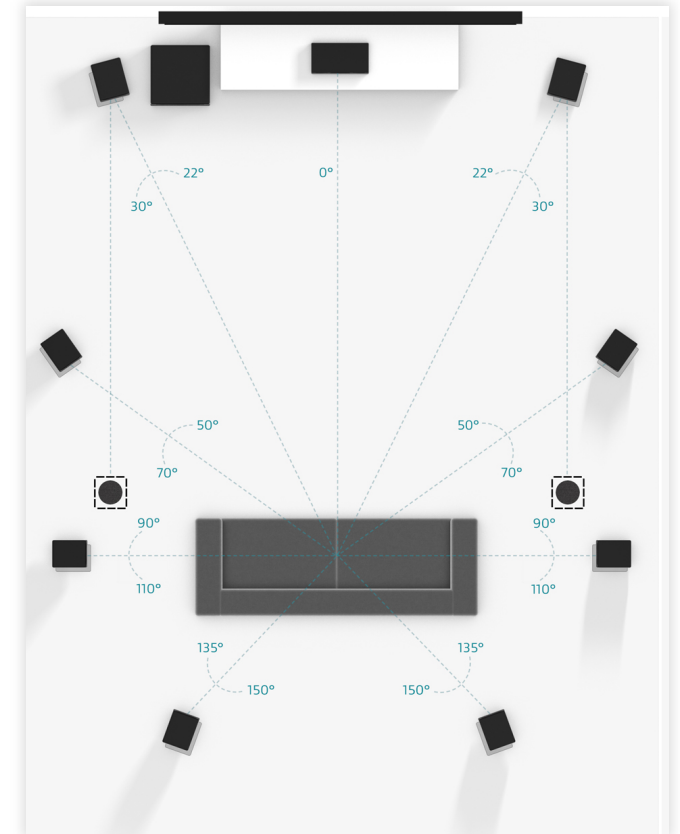
DOLBY ATMOS® HOME LAUNCH

Retail Demo Execution Guidelines and Recommendations For AVR,
HTiB And Speaker Partners Supporting Dolby Atmos®

Product Demonstration Guidelines: In-store Demo Rooms



- General guidelines for in-store demo rooms
 - Minimum footprint of at least 15' wide x 18' deep
 - Suggested ceiling height from 9' to 12'
 - Minimum height = 8', Max height = 14'
 - Recommended speaker configuration is 7.1.4
 - Listeners should be seated, not standing
 - Speaker placement should be at least 3 feet away from any seating position
 - Floor (listener plane) speaker height should be at ear level (typically 1.2m)



Product Demonstration Guidelines: Demo Rooms With Two Or Four Overhead Speakers



- Specific guidelines: rooms with 5.1 or 7.1 on the floor, with two or four overhead speakers
 - Overhead speakers with wide dispersion patterns are recommended
 - If speakers with narrow dispersion (less than 90 degrees x 90 degrees) are used, drivers should be angled slightly towards the listening position
 - The mounting height of overhead speakers should be at least 2X ear level



Product Demonstration Guidelines: Demo Rooms With Dolby Atmos Enabled Speakers



- Specifics guidelines: rooms with upward firing, Dolby Atmos enabled speakers
 - Ceiling must be flat
 - Ceiling material must be acoustically reflective, e.g.:
 - Drywall, plaster, hard wood or other rigid, non-sound absorbing material (contact your Dolby representative if you have concerns on specific ceiling materials)
 - Speakers with Dolby Atmos enabled speaker elements should be placed such that up-firing driver is no lower than ear level and no higher than halfway up the wall height
 - Dolby Atmos enabled speakers are used in the front positions and rear surround positions in a 7.1.4 configuration
 - For 5.1.2 configuration, front positions only are used
 - For 5.1.4 configuration, front and rear surround positions are used



Product Demonstration Suggestions

- Specifics: video presentation guidelines in all settings
 - Ideally the carpet and the walls and ceiling should be a grey or darker color. White carpet and glossy white walls tend to reflect the image from the screen. This need for a darker environment often works counter to retailer desires for a bright, open and “friendly” space.
 - The minimum recommended seating distance from the screen is 1.5X the width of the screen for an HD display.
 - Lighting controls are recommended for the primary light sources in the room to give the ability to turn room lighting down during presentations.



Thank You!

