

CYPRESS, CA, September 15, 2013 **/24-7PressRelease/** -- Christie, the dominant brand in the digital cinema projection market, announced the world's first deployment of a complete Christie Vive Audio cinema sound system in an auditorium powered by Dolby Atmos, a new audio solution that revolutionizes the experience of sound in entertainment. Selected by Krikorian Premiere Theatres' Buena Park Metroplex 18 in California, Christie Vive Audio is the world's first audio system to be powered by Christie's innovative wall and ceiling surround speakers, which feature unique ribbon driver technology in a parabolic line array design, purposely crafted and built for the cinema environment.

"Krikorian Theatres are recognized for taking the lead in implementing the first and best technology available to ensure an unrivaled movie-viewing experience for their guests," said Craig Sholder, vice president, Entertainment Solutions, Christie. "The combination of a complete Christie Vive Audio system and the award-winning Dolby Atmos audio format heralds a new standard in delivering lifelike, realistic cinema sound and continues Krikorian Theatres' tradition of bringing the latest, cutting-edge technology to their facilities."

The 40-channel, cinema-centric line array audio system implemented at Krikorian Theatres includes the latest addition to the Christie Vive Audio line; the Christie LA3C ceiling line array; and Christie LA3S wall line array surround speakers. Recognized for their exceptional timbre matching, enhanced voice intelligibility, and low distortion, the speakers' unique parabolic, line array design increases the optimal listening area up to four times that of the standard point source systems. As fully integrated components of the Christie Vive Audio system, the speakers help unlock the full potential of leading audio technologies such as Dolby Atmos.

"Like Dolby, the hallmark of Christie's success has been its continuous ability to deliver innovative and groundbreaking solutions to the exhibition market. Christie's latest developments in cinema-specific line array surround speaker technology meet the requirements and performance we strive for in Dolby Atmos auditoriums," said Stuart Bowling, director, market development, Dolby Laboratories.

"We are excited to expand Dolby Atmos to our Buena Park location. The addition of an integrated Christie Vive Audio solution, combined with the power of Dolby Atmos, ensures a potent combination of sight and sound that will ensure the highest quality movie-going experience for our guests," said Todd Cummings, vice president of operations, Krikorian Premiere Theatres. "We were one of the first major exhibitors to offer all-digital screens, and now we are the first to deliver the unrivaled combination of Christie Vive Audio and Dolby Atmos."

"As the creative community expands the envelope in delivering audiences the most realistic audio experience possible, we've developed a series of specific Christie Vive audio products that help exhibitors meet those performance challenges," said Patrick Artiaga, director, Business Development, Entertainment Solutions, Christie. "By introducing Christie ribbon driver technology through a single-enclosure line array speaker design and Class D amplification into a cinema environment, we've raised the bar in next-generation audio technology and implementation, giving exhibitors like Krikorian Theatres a true competitive edge."

The complete Christie Vive Audio solution includes ceiling surrounds, wall surrounds, screen channel speakers, subwoofers, and Class D amplifiers. The system is ideal for traditional and premium large-format auditoriums, as well as postproduction studios and screening rooms.

For more information on Christie's new audio initiatives, visit <http://www.viveaudio.com>.

About Krikorian Premiere Theatres Always on the cutting edge, KPT was one of the first all-digital theatre chains in the United States. Out of its 90 screens, 29 are equipped with KPT's exclusive Digital 3DX system. KPT customers enjoy clear, sharp, saturated 3D images on screens as large as 70 feet wide. George Krikorian, owner and CEO of KPT, continues to expand and build theatres that combine luxurious surroundings with a high-tech environment.

About Dolby Atmos Dolby Laboratories is equipping the cinema world with its new Dolby Atmos technology. Dolby Atmos unleashes the potential of sound in storytelling by providing filmmakers the creative freedom to easily place or move specific sounds anywhere in the movie theatre, not just where there happen to be speakers. The result is what moviegoers have described as the most engaging and lifelike cinema experience ever.

Introduced in April 2012, Dolby Atmos has been embraced by all the major Hollywood studios, six Academy Award winning directors, and 10 Academy Award winning sound mixers, among others. More than 250 Dolby Atmos screens have been installed or committed to in 30 countries with more than 85 exhibitor partners. More than 70 films from ten different countries—representing a broad range of genres, from action thrillers and animated features, to comedy and horror—have been or are scheduled to be released with Dolby Atmos sound since the first film debuted in June 2012. Dolby Atmos has received technical achievement awards from both the Hollywood Post Alliance and the Cinema Audio Society.

For the latest list of Dolby Atmos titles visit, dolby.com/atmosmovies. To learn more about Dolby Atmos, visit dolby.com/Atmos.

About Dolby Laboratories Dolby Laboratories (NYSE: DLB) is the global leader in technologies that are essential elements in the best entertainment experiences. Founded in 1965 and best known for high-quality audio and surround sound in environments from the cinema to the living room to mobile devices, Dolby creates innovations that enrich entertainment at the movies, at home, or on the go. For more information about Dolby Laboratories or Dolby technologies, please visit <http://www.dolby.com>.

About Christie Christie Digital Systems USA, Inc. is a global visual technologies company and is a wholly-owned subsidiary of Ushio Inc., Japan (JP:6925). Consistently setting the standards by being the first to market some of the world's most advanced projectors, complete system displays, and cinema audio solutions, Christie is recognized as one of the most innovative visual technology companies in the world. From retail displays to Hollywood, mission critical command centers to classrooms and training simulators, Christie display solutions and projectors capture the attention of audiences around the world with dynamic and stunning images, accompanied by awe-inspiring sound. Visit <http://www.christiedigital.com>.