



Dolby Brings a “No Compromise” Streaming Experience to Apple Customers

Last year, Dolby was proud to share the announcement from Apple that original shows and movies on Apple TV+ would be released in Dolby Vision and/or Dolby Atmos. In addition, the Apple TV app has featured hundreds of movies in Dolby Atmos and Dolby Vision from Hollywood and beyond, and since 2017, Apple customers have enjoyed millions of automatic upgrades in their Apple libraries of HD titles to versions with Dolby Vision and Dolby Atmos as they have become available. Viewers can enjoy the total immersion of a Dolby experience* and enter the world of exclusive Apple Original series such as *The Morning Show*, or be transported to another era in 1917. In the past few months, other blockbuster releases such as *Trolls World Tour* have become available direct to streaming in Dolby Atmos and Dolby Vision on the Apple TV app, bringing an incredible cinematic experience to homes everywhere. Dolby has launched several campaigns to celebrate the spectrum of movies and TV shows consumers can enjoy in Dolby Vision and Dolby Atmos on the Apple TV app across Apple devices and other popular platforms.

While there's a wide variety of Dolby experiences and devices available, from a small mobile device to a complete home theater setup, Apple's ecosystem is unique in its focus on user-friendly experiences for its customers. The Apple TV app is now available on all their favorite screens, including Apple devices, streaming platforms, and popular smart TVs. (To see a list of compatible devices, visit <https://www.apple.com/apple-tv-app/devices/>.) They can start watching *See* on their iPhone and finish it on their big screen at home with their Apple TV 4K. In fact, many Apple device owners probably already have access to a Dolby entertainment experience – Apple TV 4K, MacBook Pro, MacBook Air, iPad Pro, and the latest iPhone are all enabled with Dolby Atmos, Dolby Vision, or both.

Dolby's cinematic experiences on Apple devices can be enjoyed by an incredible number of users, allowing them to escape into the world of stories with ease. With Dolby Vision and Dolby Atmos support across Apple's entire ecosystem, and a massive library of content in Dolby, everybody can now enjoy the content of their choice without compromises to the quality of the streaming experience. And according to the trends of comments on Dolby social channels, “once experienced it in Dolby, they cannot go back.” Thankfully, the availability of Dolby Vision and Dolby Atmos on Apple devices will ensure they won't have to.

When you produce your content in Dolby Vision and Dolby Atmos, you're ensuring the best streaming experience possible for consumers. Dolby has created technology that makes cinematic experiences possible anywhere: at home or on the go. It ensures your artistic vision reaches the user, lets you master once and deliver for multiple uses, and future-proofs your content. Learn how you can make the most of your content. Visit professional.dolby.com today.

*Enjoying a Dolby Atmos experience requires Dolby Atmos capable devices. Enjoying a Dolby Vision experience requires Dolby Vision capable devices.