



DOLBY
SOHO



Dolby Soho is an experiential space where science meets art and technology meets imagination, and where people come together to celebrate creativity and experience the spectacular.

From immersive installations to entertainment experiences and exclusive events, visitors feel creativity come to life all around them at Dolby Soho. The space showcases music mixed in Dolby Atmos, Dolby Dimension headphones, and Dolby Vision and Dolby Atmos in partner creative content and products. In addition, it showcases music mixed in Dolby Atmos, and Dolby Dimension headphones.

IMMERSIVE EXPERIENCES

INFINITY SPACE: An infinite wall of televisions enabled with Dolby Vision combined with Dolby Atmos sound introduces visitors to the space and leaves them curious for more.

EXPERIENCE ROOM: The centerpiece of the space is a 1,000-square-foot, fully projection-mapped room paired with state-of-the-art Dolby Atmos audio. This visceral experience captivates visitors and transports them into other worlds.

VIRTUAL FOREST: Walk through and get lost in a scene unfolding across 18 free-standing screens with an overhead Dolby Atmos soundscape.

DOLBY CINEMA: A 26-seat cinema introduces visitors to Dolby Vision and Dolby Atmos, transforming their movie experience.

HANDS - ON TECHNOLOGY

DOLBY DIMENSION EXPERIENCE: An introduction to the first wireless headphones perfected for entertainment at home. Control how much of your surroundings you hear with Dolby LifeMix, from a perfect blend of your entertainment and life around you to shutting out the world.

THE LIVING ROOM: Feel the full impact of home entertainment with Dolby Vision HDR imaging technology and immersive Dolby Atmos sound.

DJ LAB: Go inside the music with exclusive access to a demo of the DJ software used for creating live music in Dolby Atmos.



COMMUNITY CONNECTIONS

Dolby Soho is located at 477 Broadway and open Wednesday through Sunday from 12 p.m. to 8 p.m. with street entrances on both Mercer and Broadway.

PROGRAMMING: Dolby Soho serves as the destination for curated experiences, presenting the latest in entertainment, fashion, music, television, gaming, and sports as well as inspiring student creatives and industry professionals through special events and exhibitions.

BAR LOUNGE: A place to relax, sip coffee, enjoy live music, and try products with Dolby technology.

ARTIST INSTALLATIONS: Installations feature the work of artists who create in their own medium, while celebrating Dolby's passion for advancing the science of sight and sound through imagination, innovation, and invention.

ABOUT DOLBY LABORATORIES

Dolby Laboratories (NYSE: DLB) is based in San Francisco with offices in over 20 countries around the globe. Dolby transforms the science of sight and sound into spectacular experiences. Through innovative research and engineering, we create breakthrough experiences for billions of people worldwide through a collaborative ecosystem spanning artists, businesses, and consumers. The experiences people have — with Dolby Cinema, Dolby Vision, Dolby Atmos, Dolby Voice, Dolby Dimension, and Dolby Audio — revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.

FOR MORE INFORMATION

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