

## The challenge

Musicians and content creators today don't have an easy way to capture great sound. They have two choices: easy or good. Good is rarely easy, and easy is seldom good. Dolby On is changing that with an easy-to-use free app powered by 50 years of audio innovation.

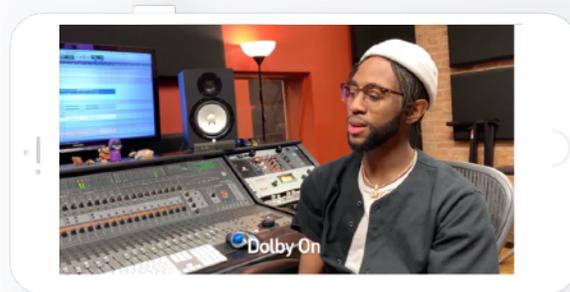
## The solution

Dolby On is an app which easily records audio and video with superior audio quality using just your phone, so you can capture the moment when it strikes with incredible Dolby sound.

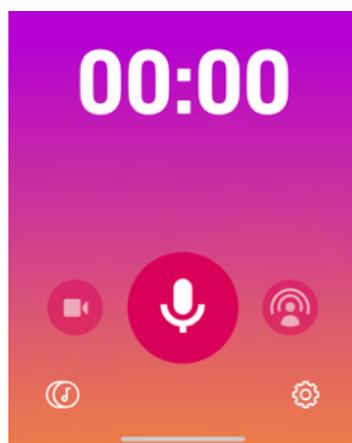
## Demo

UGC Reel: <https://bit.ly/field-demo>

Hear the difference that Dolby On makes in these user-generated clips. Featuring multiple genres and use cases, you'll hear what videos sound like using your default camera app vs. the processing power of Dolby On.

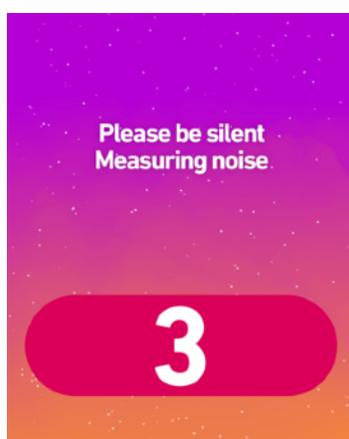


## How to use



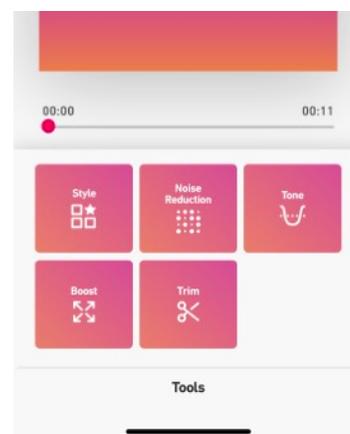
### One tap to record

- Tap the microphone button to record audio
- Swipe to the right to record in video or livestream to Facebook (iOS only)
- You can record using the front or back camera



### Sound check

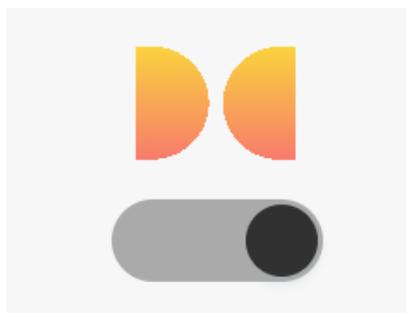
- Sound check happens during countdown to remove unwanted background noise
- Best used to remove ambient noise, not in situations where noise can't be avoided
- This can be turned on/ off in sound tools



### Edit your track

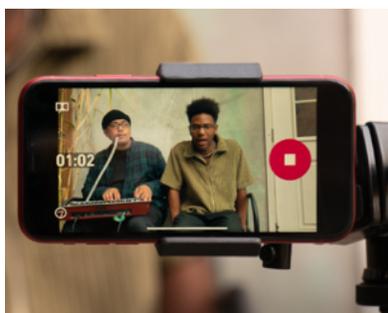
- Tap 'Sound tools' on your track to customize six preset Styles
- Attenuate or turn off noise reduction
- Adjust treble, mids, bass, and boost
- Trim a track to the perfect length

## Unique to Dolby On



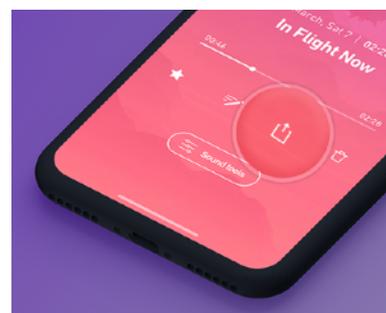
### Hear the difference

Switch the Dolby button on/off to hear the difference with Dolby sound.



### Automatic Quality

Dolby On listens to the sound coming in and automatically applies audio effects like compression, EQ, limiting, noise reduction, spatial effects, and more



### Share instantly

Simply tap the share button and choose your favorite location or social media account to share to.

## Share to Dolby On, or throw us a tag

We're always looking for talented artists to partner up with.

Whether it's licensing content for demos or advertising, highlighting Dolby On users via our newsletters or SoundCloud playlist, or re-posting content on the @dolbylabs socials, we want to work with you

Add #dolbyon and @dolbylabs to content you share with the app, or send it directly via the "share to support" button in the share menu.

