

Cinema Sunshine Becomes Japan's First Exhibitor to Adopt Dolby Vision+Atmos Theatrical Solution

Delivering Dolby's immersive audiovisual experiences in a brand-new way at Cinema Sunshine's proprietary BESTIA auditorium at the Misato location



TOKYO (September 10, 2026) - [Dolby Laboratories](#) (NYSE: DLB), a leader in immersive entertainment experiences, and Cinema Sunshine, operator of the Cinema Sunshine multiplex chain in Japan, today announced that Japan's first cinema auditorium with the Dolby Vision+Atmos™ solution will open at Cinema Sunshine Misato in Saitama, bringing an industry-leading premium sight and sound experience to moviegoers in the area.

The auditorium will open to the public on October 6, 2026, as "BESTIA IN Dolby Vision+Atmos" in Theater 12. BESTIA is Cinema Sunshine's premium theater brand.

With this milestone, Cinema Sunshine becomes the first theatrical exhibitor in Japan to adopt the Dolby Vision+Atmos solution.

Filmmakers and moviegoers revel in the transformative theatrical experience you can get with Dolby Vision® picture quality combined with Dolby Atmos® immersive sound, delivering a groundbreaking cinematic experience that enables audiences to truly live in the story of a movie. Dolby Vision+Atmos gives exhibitors, whether it's small boutique theaters or nationwide chains, a new way to deliver a Dolby experience to moviegoers.

Michael Archer, Vice President of Worldwide Cinema Sales and Partner Management, Dolby Laboratories said, "We are excited to work with Cinema Sunshine to elevate the movie-going experience with the first Dolby Vision+Atmos auditorium in Japan. With the breathtaking imaging of Dolby Vision and the immersive, multidimensional sound of Dolby Atmos, patrons at Cinema Sunshine Misato will be able to enjoy their favorite movies in a more vivid, captivating, and unforgettable way."

Takehiko Sasaki, President of Sasaki Kogyo Co., Ltd. (operator of Cinema Sunshine) said, "We are delighted to bring the world-class audiovisual experience of Dolby Vision+Atmos to our customers through BESTIA, Cinema Sunshine Group's proprietary premium theater. We invite everyone to enjoy the incredible sense of immersion created by this amazing combination of sight and sound."

Since their introduction, Dolby Vision and Dolby Atmos have revolutionized premium moviegoing around the world, empowering filmmakers to bring their creative visions to life and immersing audiences in the worlds and characters onscreen. To date, more than 880+ theatrical features have released or are confirmed to release in Dolby Vision and Dolby Atmos, including all top 20 highest-grossing movies worldwide in 2025 and many more.

With this opening, Cinema Sunshine Misato has joined the global network of premium theaters that offer the Dolby Vision and Dolby Atmos combined experiences, underscoring Dolby's commitment to expanding its premium cinema footprint worldwide.

About Cinema Sunshine

Cinema Sunshine (operated by Sasaki Kogyo Group) is a cinema exhibitor in Japan, offering proprietary premium theater formats like BESTIA to create immersive moviegoing experiences.

About Dolby

[Dolby Laboratories](#) (NYSE: DLB) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like [Dolby Atmos](#), [Dolby Vision](#), [Dolby Cinema](#), and [Dolby OptiView](#).

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