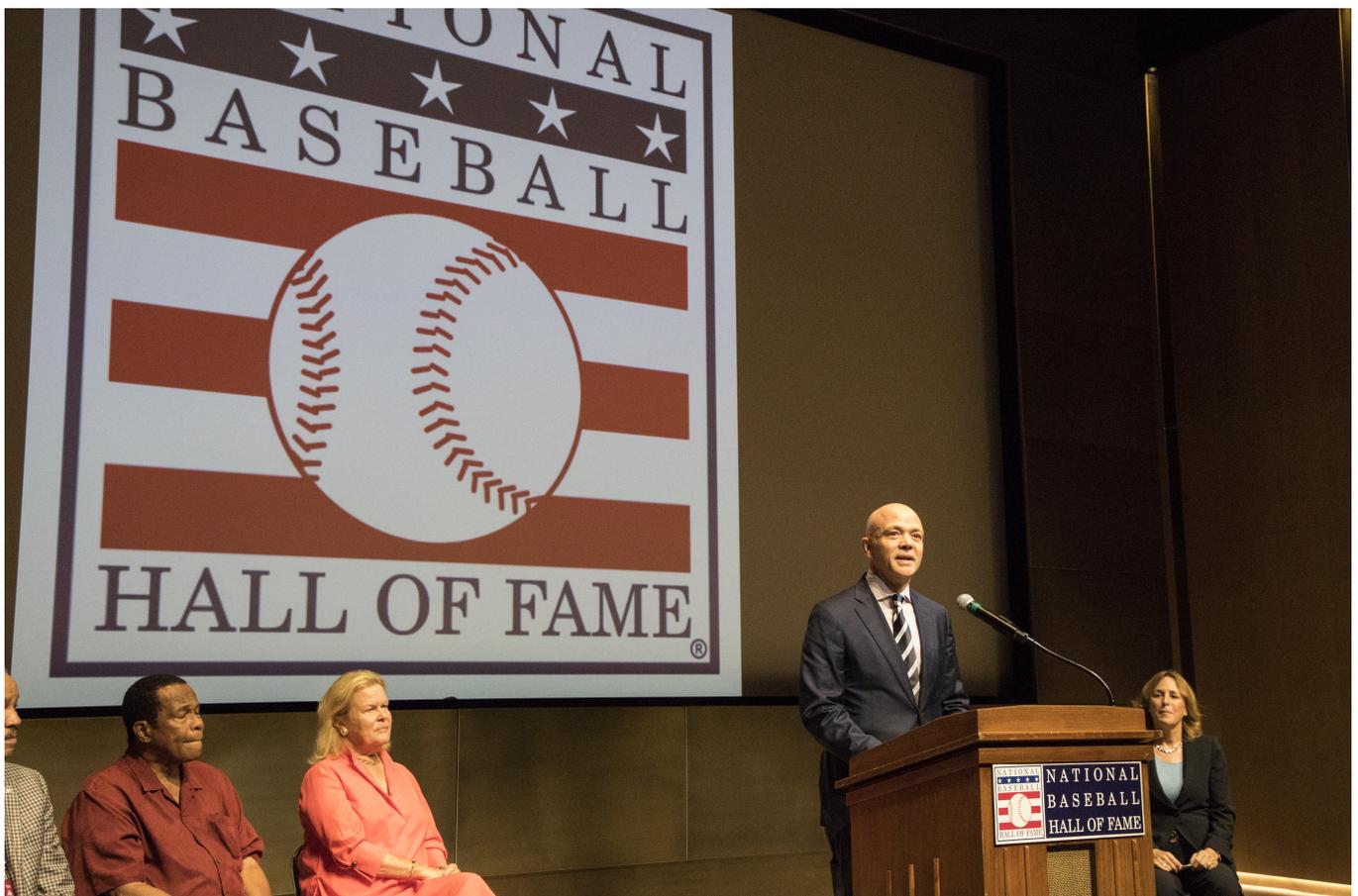


🕒 27 July 2018, 04:35 (PDT)

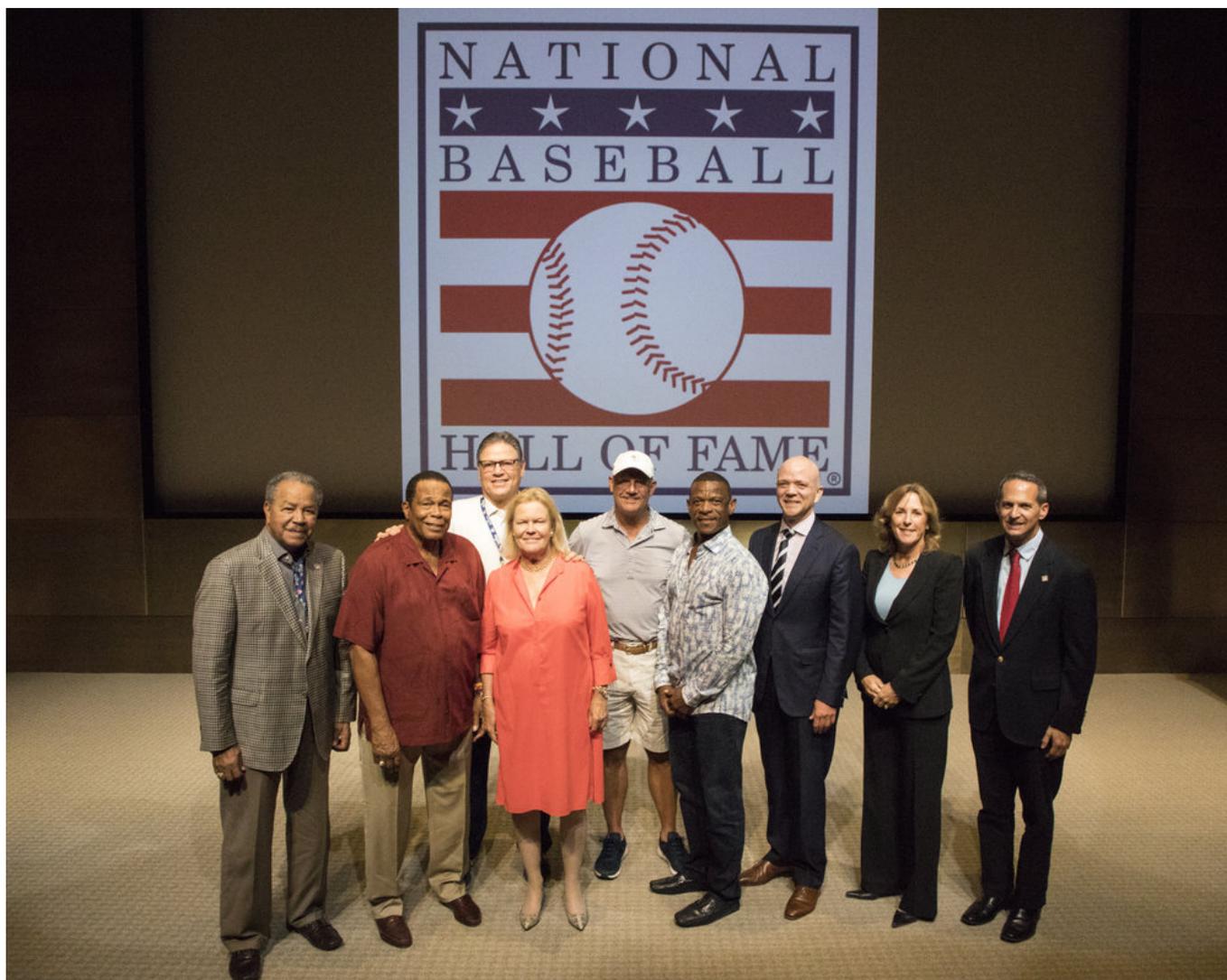
National Baseball Hall of Fame's Renovated Grandstand Theater Showcases Immersive Audio from Dolby Laboratories

Generations of the Game film places fans in the action with Dolby Atmos

COOPERSTOWN, N.Y and SAN FRANCISCO, July 27, 2018 -- Dolby Laboratories, Inc. (NYSE: DLB) and the National Baseball Hall of Fame today announced the grand opening of the completely renovated Grandstand Theater, featuring an advanced audio and visual experience - taking patrons to another place and time with every crack of the bat and pop of the mitt.



Kevin Yeaman, President and CEO, Dolby Laboratories, speaks to the crowd gathered for the grand opening of the Grandstand Theater at the National Baseball Hall of Fame in Cooperstown, NY. Dolby installed Dolby Atmos speakers, a Dolby Atmos Processor, and an IMS Media Server to deliver an immersive audio experience for guest patrons at the hall.



Representatives from Dolby Laboratories, Christie, and National Baseball Hall of Fame gather on stage at the grand opening of the Grandstand Theater at the National Baseball Hall of Fame in Cooperstown, NY. The theater was recently renovated with Dolby Atmos immersive audio equipment donated by Dolby Laboratories and a new projection system donated by Christie to deliver a modern experience to fans visiting the museum. (L-R) Juan Marichal, Rod Carew, Carlton Fisk, Hall of Fame Chairman of the Board Jane Forbes Clark, George Brett, Rickey Henderson, Dolby Laboratories President and CEO Kevin Yeaman, Christie Digital Vice President Susie Beiersdorf, and Hall of Fame President Jeff Idelson.

The power of moving pictures has filled the National Baseball Hall of Fame and Museum's Grandstand Theater for decades, with fans cherishing every minute of *The Baseball Experience* film as the introduction to their visit.

Now, with the grand opening of a completely renovated Grandstand Theater as part of induction weekend, a new film titled *Generations of the Game* by acclaimed director Jonathan Hock brings home the passion and love carried by fans and players across generations.

The 189-seat Grandstand Theater was made possible through the generosity of Museum Board member Thomas Tull, and the Hall's newest showpiece was created by design firm Populous.

"Baseball fans come to the Hall of Fame looking for that 'wow' moment, and the new *Generations of the Game* introductory film, shown in the beautifully renovated and state-of-the-art Grandstand Theater, sets the stage and delivers an emotional foundation for a memorable Museum experience," **said Jeff Idelson, President of the National Baseball Hall of Fame and Museum.** "We are thankful for the generosity of Board Member Thomas Tull, who produced an emotional and compelling film, as well as to Dolby Laboratories and Christie Projectors, both of which also made significant contributions, allowing stories of our National Pastime to be shared in a compelling and dynamic environment."

Featuring cutting-edge technology and the latest in fan-friendly amenities, the new Grandstand Theater provides an immersive experience to viewers with a Dolby Atmos sound system donated by Dolby Laboratories, state-of-the-art projectors donated by Christie Projectors and 16-foot high vertical videoboards along the theater's side walls. Wooden ballpark seating has been replaced by spacious, cushioned seats.

"Some of my most cherished childhood memories are the trips I took to Cooperstown to see the Hall of Fame," **said Tull, who served as the new film's executive producer.** "Having the chance to showcase via film an organization that means so much to me is a privilege. I'm excited for baseball fans from all around the world to have a new way to experience the Museum through this film, and I hope it creates lasting memories for them as it has for me."

"We're honored to partner with the Baseball Hall of Fame on the new Grandstand Theater," **said Kevin Yeaman, President and CEO of Dolby Laboratories.** "Together we're creating an immersive experience that will connect generations of fans and families to their favorite baseball moments. The crack of the bat and the roar of the crowd will make you feel like you're in the ballpark."

“Christie is proud to contribute to the ongoing story which is baseball, America’s pre-eminent pastime, with the donation of a top-of-the-line digital projector to energize the Grandstand Theater for years to come,” **said Susie Beiersdorf, vice president, Christie.** “Our Christie CP4220 provides the world’s most brilliant standard and 3D images in a lamp-based solution that is known for its ease of operation and simple maintenance. It will delight fans of the game for years to come.”

Generations of the Game features 19 Hall of Fame narrators along with voices such as Hall of Fame Chairman of the Board Jane Forbes Clark, Ford C. Frick Award winner Bob Costas, recently retired heroes Derek Jeter, David Ortiz and Mariano Rivera, and current stars Bryce Harper and Clayton Kershaw.

“Our film is the set up for the viewers’ Museum experience to follow, so we tried to create the most magnificent ‘pre-game show’ we could imagine,” **Hock said.** “We wanted to take the viewers – many of whom have traveled far to get to Cooperstown and have looked forward to it for months or years – and prime them emotionally for what’s in the Museum.”

The film, written by award-winning author Joe Posnanski, features insights from legends across the baseball landscape as they recount what the game – and the Hall of Fame – means to them, and what drove them to be the best.

“It’s those type of moments that you realize the impact you had on people’s lives,” **said Hall of Famer Ozzie Smith, who appears in the film.** “Where you can create memories – memories that last a lifetime. It’s what makes this game so great.”

Touching on themes ranging from amateur baseball to pop culture and the game’s timeless moments, the grandeur of *Generations of the Game* is matched only the Grandstand Theater itself, an ADA-compliant facility which will play host to the movie as part of a breathtaking experience for Museum visitors.

Admission to the Grandstand Theater and showings of *Generations of the Game* are included with regular Museum admission.

The National Baseball Hall of Fame and Museum is open seven days a week year-round, with the exception of Thanksgiving, Christmas and New Year's Day. From Labor Day until Memorial Day Weekend, the Museum observes daily regular hours of 9 a.m. until 5 p.m. The Museum observes summer hours of 9 a.m. until 9 p.m. from Memorial Day Weekend until the day before Labor Day. Ticket prices are \$23 for adults (13 and over), \$15 for seniors (65 and over) and \$12 for juniors (ages 7-12) and for those holding current memberships in the VFW, Disabled American Veterans, American Legion and AMVets organizations. Members are always admitted free of charge and there is no charge for children 6 years of age or younger. This institution is an equal opportunity provider. For more information, visit our website at baseballhall.org or call 888-HALL-OF-FAME (888-425-5633) or 607-547-7200.

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 - in Dolby [Vision](#), Dolby [Atmos](#), Dolby [Cinema](#), Dolby [Voice](#), and Dolby [Audio](#) - revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.

A photo accompanying this announcement is available at

- <http://www.globenewswire.com/NewsRoom/AttachmentNg/2d038140-32ee-46f3-b1d8-191f7a516767>
- <http://www.globenewswire.com/NewsRoom/AttachmentNg/aa0404b1-55d3-4fae-8718-f6fb13fb34e6>

ABOUT DOLBY

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.



Dolbynewsroom