



🕒 02 April 2019, 10:52 (PDT)

Dolby Laboratories Honored with Red Dot Product Design Award for Dolby Dimension

Recognized Best of the Best with Internationally Renowned Design Award

SAN FRANCISCO, April 2, 2019 – Dolby Laboratories (NYSE: DLB) today announced the company was recognized with a *Red Dot Award for Product Design* for Dolby Dimension - the first wireless headphones perfected for entertainment at home. Dolby received a *Best of the Best* award for its groundbreaking design of Dolby Dimension which is the highest award in the competition reserved for the top products in a particular category. Dolby Dimension is awarded within the Audio category for Headphones.



The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition, a higher number than ever before. Only 1.5 percent of the objects entered won a *Red Dot: Best of the Best*. The [2019 international jury](#) comprised of 40 experienced experts from different disciplines is a think tank for contemporary international design and has been convening for more than 60 years in order to honor the year's best designs.

The Red Dot jury only awards this sought-after seal of quality to projects whose excellent design sets them apart significantly from comparable ones. In judging, the jury considered the following product design criteria: degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content, product periphery, self-explanatory quality, and ecological compatibility.

"Our team is honored to celebrate this prestigious award from Red Dot," said Vince Voron, Vice President and Executive Creative Director, Dolby Laboratories. "Dolby Dimension is exquisitely designed to deliver an extraordinary audio experience and are so comfortable, people forget they're wearing sophisticated audio processing technology."

Dolby Dimension's cinematic sound brings shows, movies, and music to life with audio that is nuanced yet expansive for a more immersive experience. Premium materials, fit and finish, and intuitive touch controls all come together in Dolby Dimension to ensure long-lasting comfort for bingeing any content, plus the ability to adjust how much you hear from your surroundings. Dolby LifeMix lets you control how much you hear, from a perfect blend of your entertainment and life around you (Transparency) to shutting out the world (Active Noise Cancellation). Through One-Touch Switching - with just a single touch, you can seamlessly switch between any of your Bluetooth-enabled devices, so you're always connected to your entertainment.

All of the honorees will be celebrated at the annual [award ceremony](#) in Essen Germany's opera house, the Aalto-Theater, on July 8, 2019. The winners of the *Red Dot: Best of the Best* will accept their trophies on stage in front of around 1,200 international guests. For four weeks, Dolby Dimension will be featured in the "Design on Stage – Winners Red Dot Award: Product Design 2019" special exhibition, showcasing the award-winning innovations as part of the world's largest exhibition of contemporary design.

“Winning the Red Dot: Best of the Best is a very special honour, because only a very small percentage of entries are granted this distinction. It is well-deserved recognition for a wonderful design achievement and proof that the award-winning companies are amongst the best in design. Consumers can rely on the first-class design quality of the winning products, because they were tested and selected by an experienced jury according to strict assessment criteria,” said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

About Red Dot Design Awards

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into three distinct disciplines: Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

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.

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