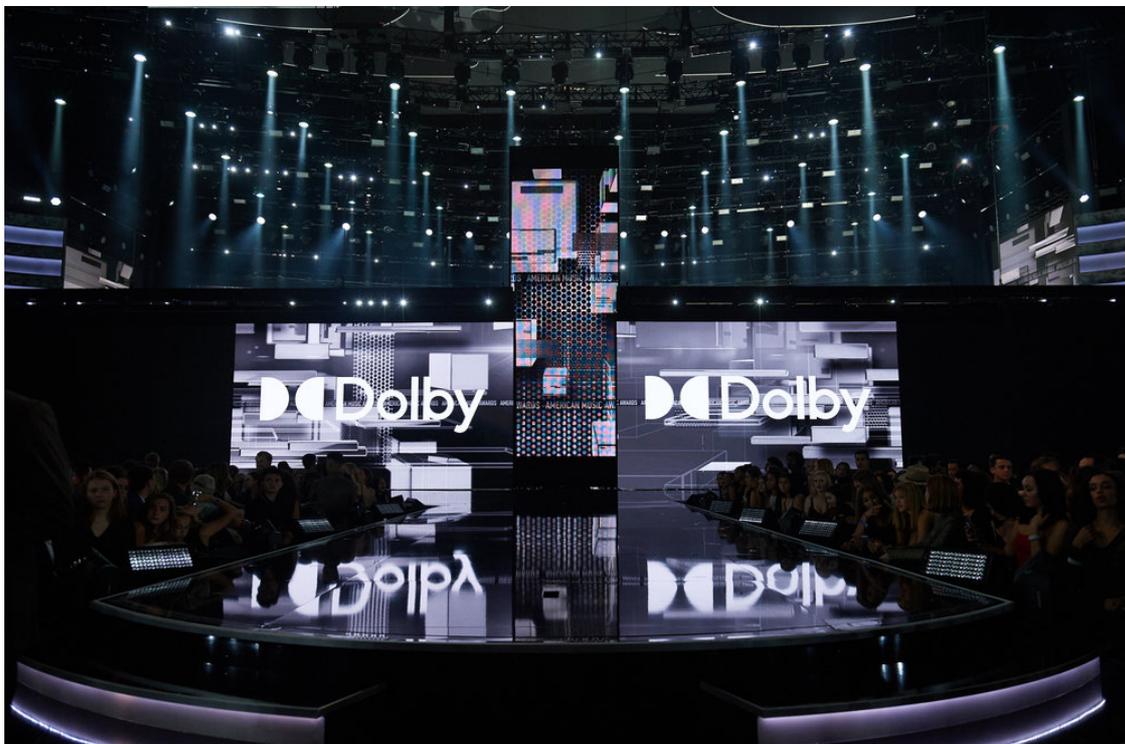




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Dolby and dick clark productions Create Immersive Experience at the “2019 American Music Awards” with Live In-Venue Performance from Dua Lipa, Lizzo, and Post Malone in Dolby Atmos

The “2019 American Music Awards” Mark the First Time an Awards Show Has Delivered Special Live In-Venue Performances in Dolby Atmos

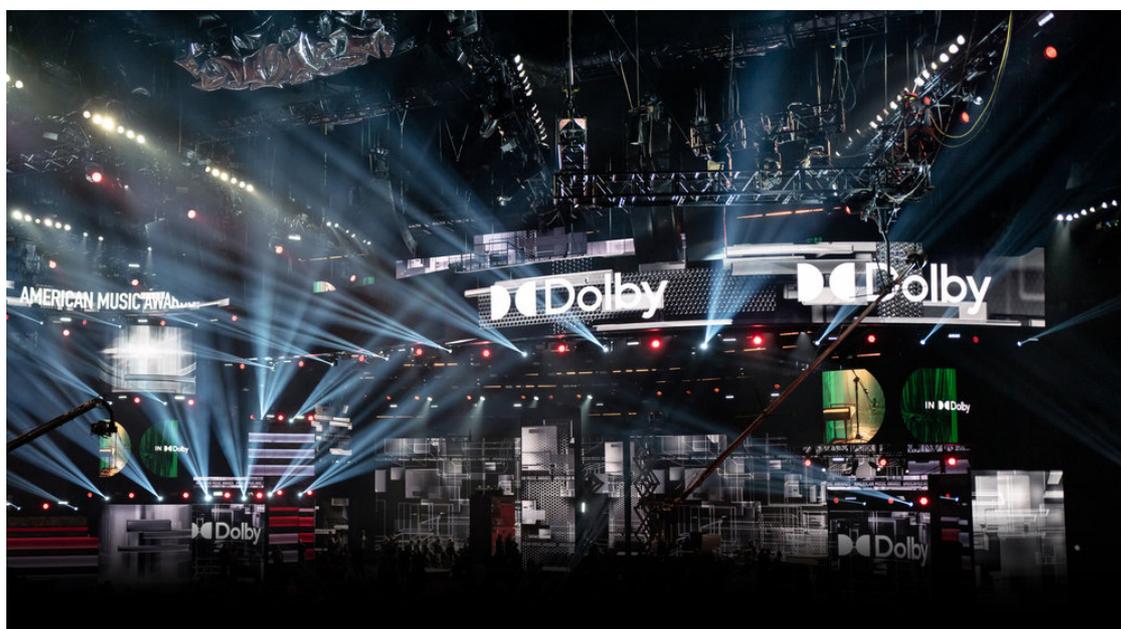


SAN FRANCISCO AND LOS ANGELES, November 24, 2019 – Dolby, a leader of immersive entertainment experiences, and dick clark productions (dcp), a leading worldwide producer and proprietor of televised live event entertainment programming, showcased a first-of-its-kind-experience with live in-venue performances in Dolby Atmos at the “2019 American Music Awards.” Dolby Atmos is redefining how music is experienced by giving artists a platform that removes creation limitations and allows listeners to experience a deeper connection with their favorite artists and songs.

Live Performances in Dolby Atmos included some of the most influential songs of 2019, such as Dua Lipa’s *Don’t Start Now*, Lizzo’s *Jerome*, and Post Malone’s *Circles*. This marked the first time Dolby and dcp have worked together to present live music performances in Dolby Atmos, which enabled attendees at the show to experience this new transformative way to enjoy music.

“Dolby’s heritage is rooted in music, and we’re continuing to build upon that legacy by reinventing how music is experienced – creating new shared moments for artists and fans alike,” said Todd Pendleton, Senior Vice President and Chief Marketing Officer, Dolby Laboratories. “The American Music Awards was the perfect place to showcase the future of music through this first-of-its kind Dolby Atmos experience.”

“We’re thrilled to have partnered with Dolby and these amazing artists to deliver an industry-first experience at this year’s 2019 American Music Awards,” said Mike Mahan, Chief Executive Officer, dick clark productions. “Listening to these songs in Dolby Atmos unleashed every musical detail as it was meant to be heard, completely immersing our live audience in a whole new way.”



Whether in film, episodic TV, gaming, live sports, or music, Dolby's historic success has been driven by deep collaborations with storytellers. Dolby Atmos Music strives to continue this mission and evolve and heighten peoples' experiences in live environments, in-home or on the go. At today's show, attendees experienced exclusive, never-before-heard Dolby Atmos mixes of these performances in an exciting live environment. The system was powered by over 250 speaker boxes and utilized 17 high performance JBL line arrays, installed and tuned throughout the venue. This technical innovation demonstrates the combination of Dolby's leadership in immersive entertainment with dcp's expertise in live production, creating an awards show experience to shepherd in the new standard of listening.

What is Dolby Atmos Music? Imagine if there were a way to connect with music at its fullest capacity and creative potential – not the way music is heard today, but a version that pulls you into a song to reveal all that was lost with traditional recordings. Dolby Atmos does just that. Dolby Atmos allows you to discover hidden details and subtleties with unparalleled clarity. Whether it's a subtle breath a singer takes, a complex harmony of instruments, the unleashing of a legendary guitar solo, or a massive bass drop that washes over you, Dolby Atmos gives music more space and freedom to unleash every detail and emotion as the artist intended.

Dolby is working closely with artists, record labels, streaming services, and consumer electronics manufacturers to make Dolby Atmos Music experiences widely accessible. Today, consumers can appreciate their favorite songs as if it were the first time, in [Dolby Atmos on Echo Studio](#), Amazon's recently announced smart speaker through Amazon Music HD.

The American Music Awards is where the world's biggest artists and pop culture icons come together to honor idols, newcomers, and record-breakers in the contemporary music scene.

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 Audio](#), [Dolby Dimension](#), and [Dolby Voice](#) – revolutionize entertainment and communications at the cinema, on the go, in the home, and at work.

About dick clark productions

The American Music Awards, the world's largest fan-voted award show, features performances from today's hottest artists and presents fan-voted awards in the music genres of Pop/Rock, Alternative Rock, Country, Rap/Hip-Hop, Soul/R&B, Adult Contemporary, Contemporary Inspirational, Latin, EDM and Soundtrack, and the categories of Artist of the Year, New Artist of the Year, Collaboration of the Year, Tour of The Year, Favorite Social Artist and Favorite Music Video. The American Music Awards pays tribute to today's most influential and iconic artists. The show is produced by dick clark productions and is seen in more than 200 countries and territories around the world. For more information, visit www.theamas.com, www.dickclark.com or abc.go.com/shows/american-music-awards.

About dick clark productions

dick clark productions (dcp) is the world's largest producer and proprietor of televised live event entertainment programming with the "Academy of Country Music Awards," "American Music Awards," "Billboard Music Awards," "Golden Globe Awards," "Dick Clark's New Year's Rockin' Eve with Ryan Seacrest" and the "Streamy Awards." Weekly television programming includes "So You Think You Can Dance" from 19 Entertainment and dcp. dcp also owns one of the world's most unique and extensive entertainment archive libraries with over 60 years of award-winning shows, historic programs, specials, performances and legendary programming. dcp is a division of Valence Media, a diversified and integrated media company with divisions and strategic investments in television, film, live entertainment, digital media and publishing. For additional information, visit www.dickclark.com.

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