



Press Release
Immediate Release

Golden Village's GVmax[®] Unveils Largest Cinematic Sound System in Asia featuring Dolby[®] Atmos[™]

Groundbreaking 61.3 independent channels of sound for stunning audio immersion

Singapore, November 6, 2012 — Singapore's leading cinema exhibitor, Golden Village (GV), together with Dolby Laboratories (DLB), is proud to announce the launch of Dolby's latest new cinema sound format, **Dolby[®] Atmos[™]**, at its largest cinema hall, GVmax[®].

Located at their flagship GV VivoCity, Golden Village's GVmax[®] features radial stadium seating with a total capacity of 602. GVmax[®] also possesses the widest cinema screen in Asia at 22.4 metres accompanied by a crystal-clear 4K digital projection. With the installation of Dolby[®] Atmos[™], GVmax[®] marks another milestone as the first South East Asian cinema to introduce the revolutionary audio system, designed to create a more realistic movie experience for viewers.

"Golden Village is delighted to be the first exhibitor in Asia to introduce the latest groundbreaking audio technology in one of the largest cinema audio installations in the world with Dolby[®] Atmos[™]," said Mr. Kurt Rieder, Chief Executive Officer of Golden Village. "We look forward to offering our audiences the sound of the future with the latest cinema technologies available today."

Dolby[®] Atmos[™] is regarded as the most significant development in cinema audio since the introduction of surround sound in 1987. The new technology of Dolby[®] Atmos[™] takes a unique layered approach to sound design by giving content creators total control over the placement and movement of sound relative to the audience.

"Dolby is honoured that Golden Village has chosen Dolby Atmos in their largest their premier theatre, GVmax[®]," said Mr. Mahesh Sundaram, Vice President, Asia Pacific, Dolby Laboratories. "With Dolby[®] Atmos[™] and GVmax[®]'s amazing sound system, we



are demonstrating an unwavering commitment to advancing the cinema experience with ground-breaking new technologies."

Installed by Electronics and Engineering Pte Ltd, a regional industry leader in audio-visual system integration, GVmax[®] has been retrofitted with 67 independent EAW speakers to match audio with the onscreen action.

"We are very proud to be part of the team pioneering Dolby[®] Atmos[™] in South East Asia," said Mr. Ronald Goh, Managing Director, Electronics & Engineering Pte Ltd. "Having installed more than 200 cinema screens to date, E&E's abundant expertise and experience with cinema projects over the past six decades and our Dolby trained engineers are sure to deliver audiences a truly unforgettable experience."

Movie-goers will be able to experience the cutting-edge Dolby[®] Atmos[™] auditory experience with the premiere of the two-part action comedy **AH BOYS TO MEN**. Directed by Mr. Jack Neo, the production is the first Asian film to be mixed in Dolby Atmos. The film opens on 8th November at GVmax[®]. Patrons who are keen to experience Dolby[®] Atmos[™] first-hand at GVmax[®] can visit www.gv.com.sg for more information

Also embracing the new sound platform of Dolby[®] Atmos[™] are two upcoming films; **THE LIFE OF PI**, an adventure film based on the Yann Martel's novel which opens 29th November as well as the highly anticipated epic fantasy-adventure film, **THE HOBBIT: AN UNEXPECTED JOURNEY**, directed, co-written and produced by Mr. Peter Jackson and based on J.R.R. Tolkien's fantasy novel. The trilogy opens worldwide on 13th December.
