


IFA Press Breakfast 2024

 **Dolby**

 **YAMAHA**
Make Waves

 **AUDEZE**[™]

SHARP

 **NIO**



The Future of Entertainment in Dolby

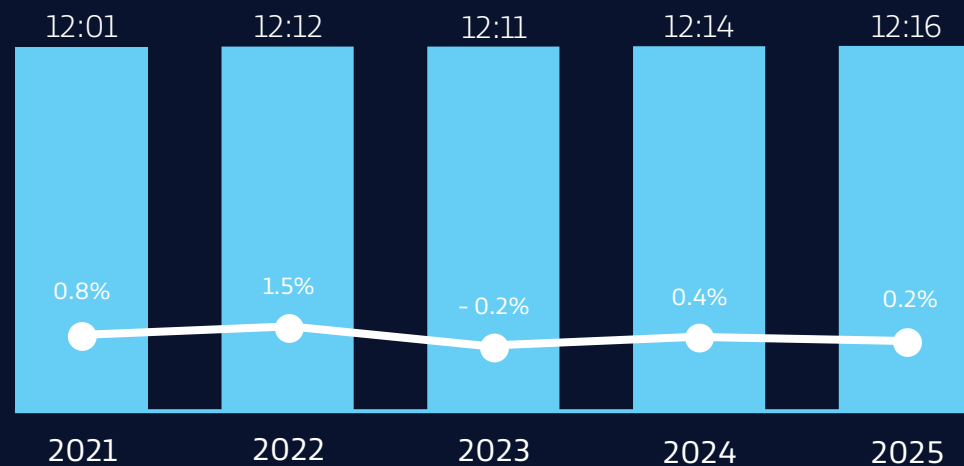
CREATING NEW "WOW MOMENTS"



Dolby unlocks the power of sight and sound in the pursuit of awe-inspiring experiences that transform how we connect with each other and the world around us.

And as the world changes, one thing that hasn't changed is our obsession with entertainment

Average Time Spent per Day with Total Media*
US, 2021–2025



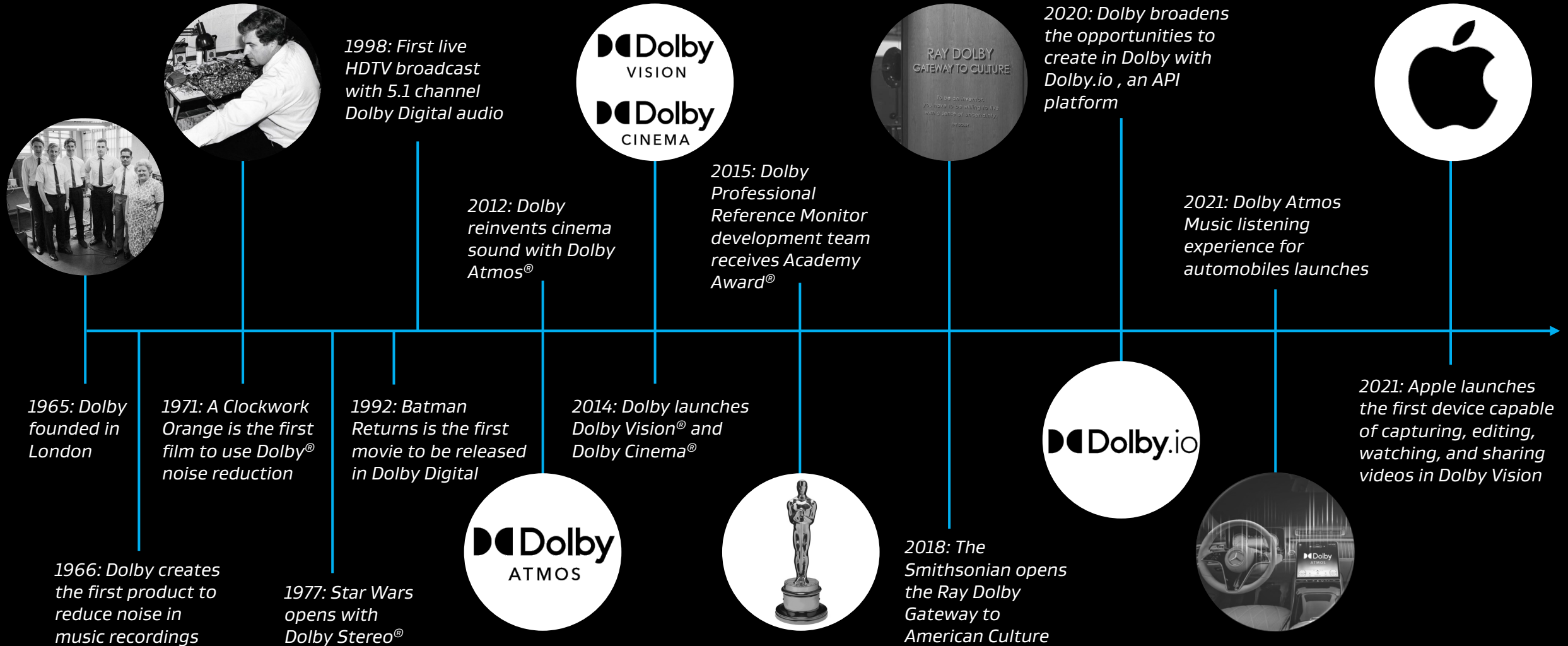
■ hrs:min
● % change

* Includes multitasking: One hour of multitasking on a smartphone while watching TV counts as two hours.

Source: *Insider Intelligence* / *eMarketer*, June 2023



Our history of innovation



The Dolby entertainment ecosystem is growing across content and devices



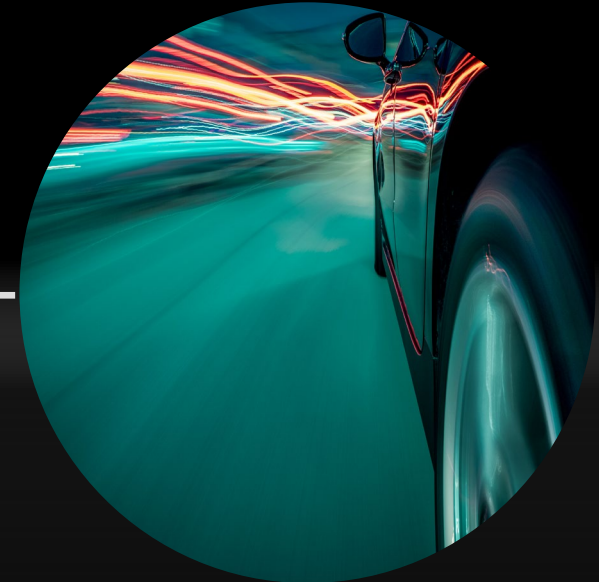
CHAMPION THE CREATIVE

- And expand their palette



DELIVER A RICHER CONNECTION

- With detail, clarity, and depth



OPTIMIZE CONTENT

- Across devices / environments

The logo for Dolby Vision, featuring the word "Dolby" in a white, sans-serif font with a stylized "D" icon to its left, and the word "VISION" in a smaller, white, sans-serif font centered below it. The background is a vibrant, multi-colored explosion of particles in shades of yellow, orange, red, and purple.

Dolby
VISION

The logo for Dolby Atmos, featuring the word "Dolby" in a white, sans-serif font with a stylized "D" icon to its left, and the word "ATMOS" in a smaller, white, sans-serif font centered below it. The background is a vibrant, multi-colored explosion of particles in shades of blue, cyan, and purple.

Dolby
ATMOS

The most popular, award-winning content is produced in Dolby Vision and/or Dolby Atmos

79

Emmy Award Nominees

26

Academy Award Nominees

8

Top 10 of Asia's Most Demanded Digital Originals²

9

Nielsen Top 10 Streaming Originals¹

10

Nielsen Top 10 Streaming Movies¹

92

of Top 100 Billboard Artists

Sources:

1 | Nielsen data is across Netflix, Amazon Prime, Disney+, AppleTV+, Hulu, HBO Max, & Peacock; US viewing through television, January 2024

2 | Parrot Analytics data is across streaming services; global viewing, January 2024

Note:

Emmy & Creative Arts Emmy TV – 2024
Academy Award – 2024

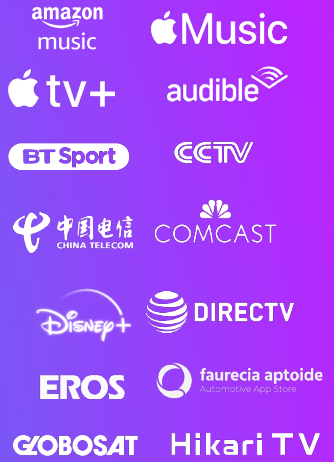
2024 selected partnerships



Content Producers



Distributors



AVRs & Soundbars



TVs



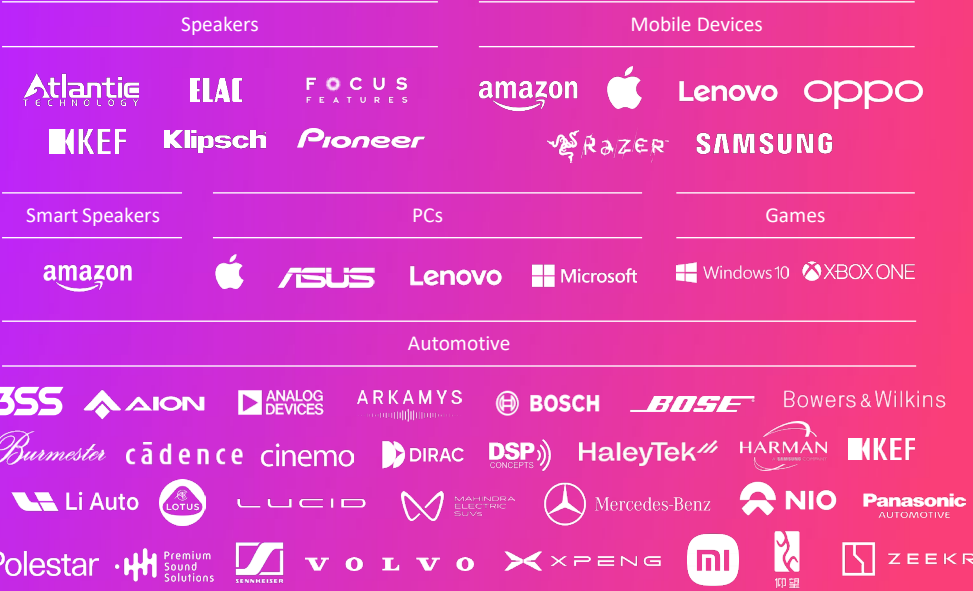
Create



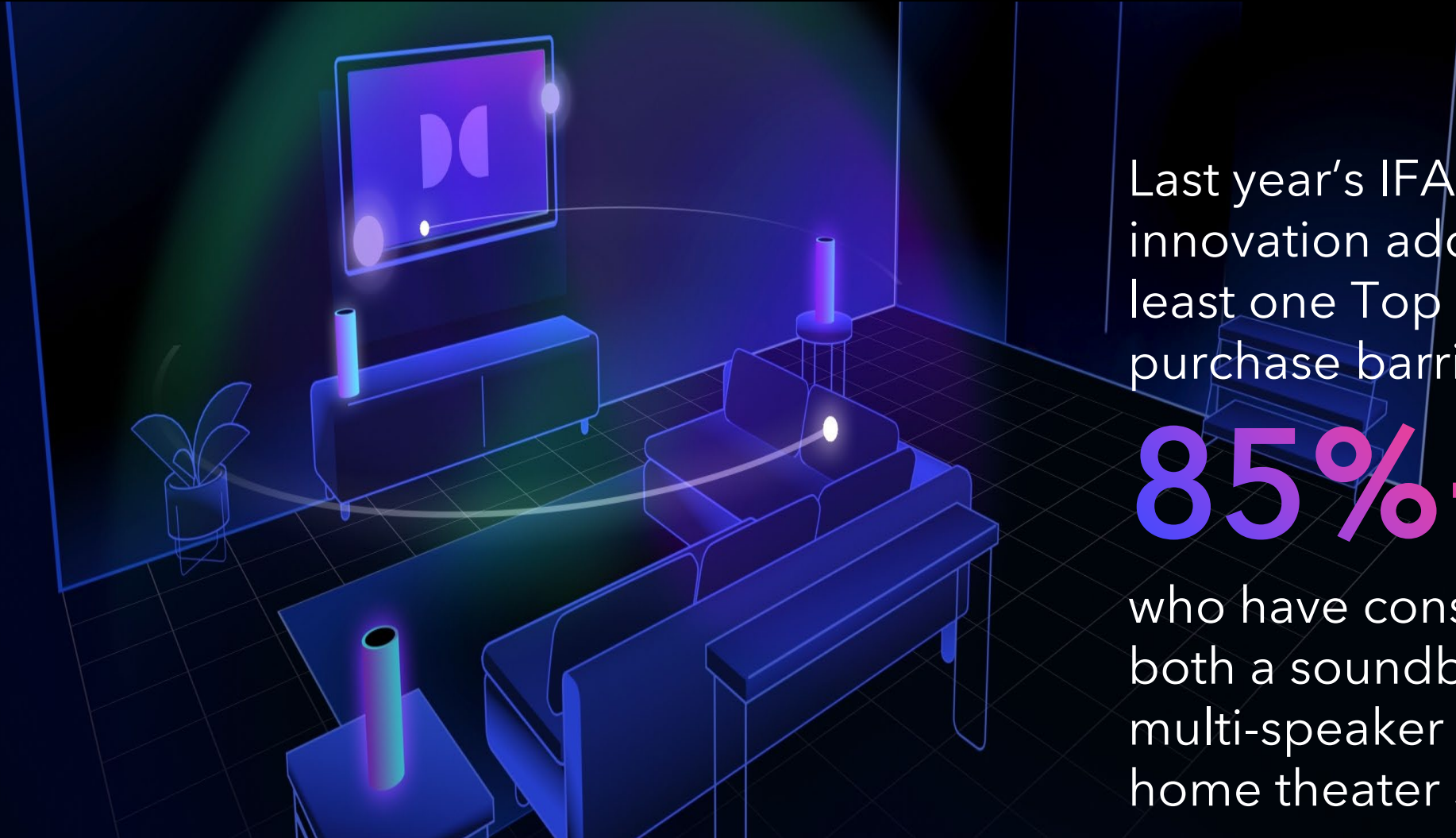
Distribute



Experience



DOLBY ATMOS FLEXCONNECT



Last year's IFA innovation addresses at least one Top 3 purchase barrier for

85%+

who have considered both a soundbar and a multi-speaker wired home theater system



The Dolby Atmos music content ecosystem is growing globally across top streaming services



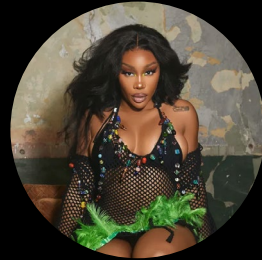
92% of Billboard's top 100 artists have been released in Dolby Atmos



Taylor Swift



New Jeans



SZA



Doja Cat



Bad Bunny



The Weeknd



Rihanna



Post Malone

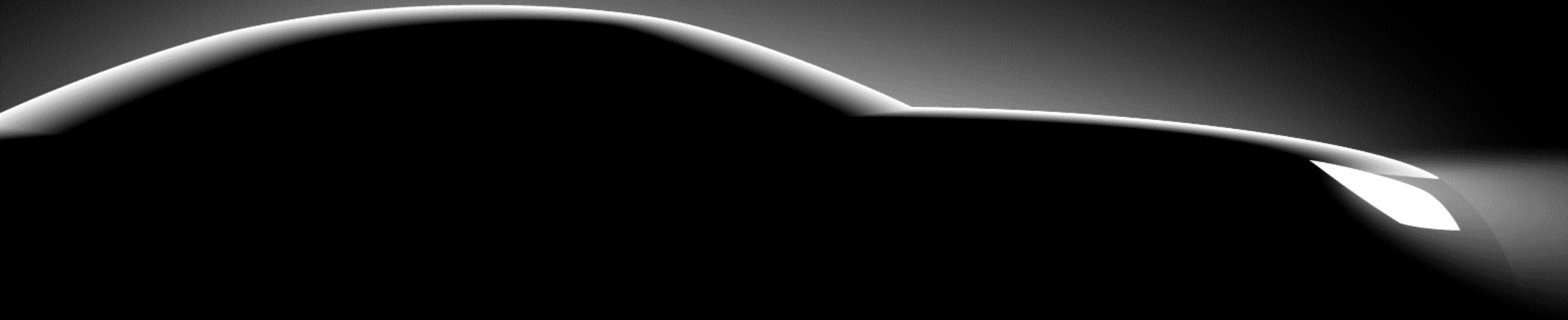


Miley Cyrus



Harry Styles

We're making it seamless so consumers can enjoy
immersive entertainment wherever they go



Dolby Atmos and NIO

Combined with a state-of-the-art immersive sound system delivering an in-car audio experience beyond expectations.



Dolby experiences are already available in a growing number of cars around the world

LUCID

Announced
March 2021



Mercedes-Benz

Announced
October 2021



NIO

Announced
November 2021



Li Auto

Announced
June 2022



XPENG

Announced
August 2022

Polestar

Announced
October 2022



Announced
October 2022

VOLVO

Announced
November 2022



AION

Announced
April 2023



MAHINDRA ELECTRIC
SUVs

Announced
August 2023



仰望

Yangwang

Announced
September 2023



Announced
October 2023



Announced
December 2023



Announced
December 2023



CADILLAC

Announced
May 2024



RIVIAN

Announced
June 2024



LEAPMOTOR

Announced
July 2024



smart

Announced
August 2024

Our solution supports Dolby Atmos playback over Apple CarPlay

Dolby and Apple are working together to bring support for Dolby Atmos in CarPlay. Starting with iOS 17.2 and the associated CarPlay SDK, car manufacturers can begin adding support to vehicles and deploy this (e.g., via software update). Once cars are enabled, consumers will be able to use an iPhone with iOS 17.2 or later to play Dolby Atmos content in their Dolby Atmos-enabled car, for example when using Apple Music or other services that support Dolby Atmos.



Dolby Vision and Dolby Atmos enhances content across myriad categories and genres, with more emerging all the time

TV

+ 17,300

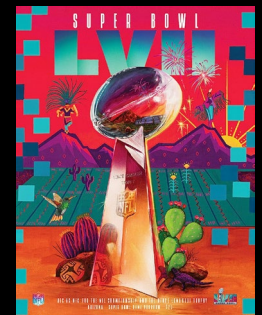
| + 7,000

Movies

+ 3,000

| + 1,900

Sports



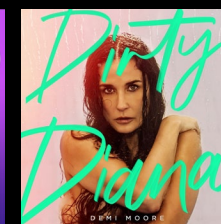
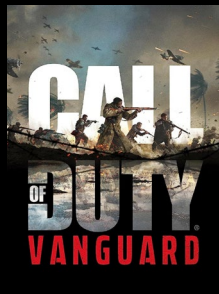
Games

+ 160

| + 100

Music

Podcasts

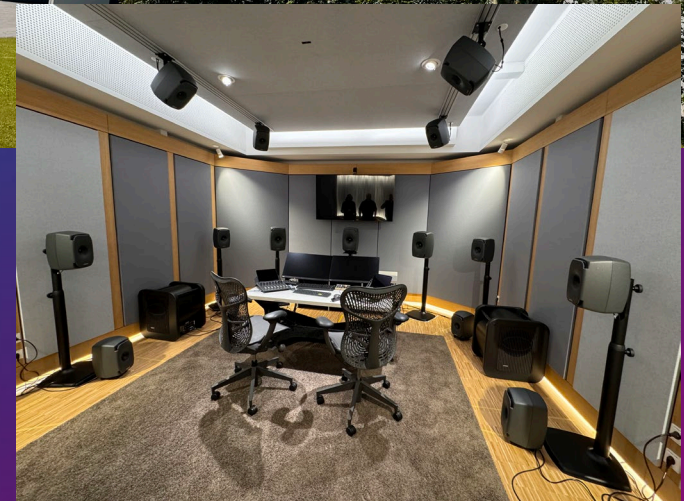


■ Dolby Vision ■ Dolby Atmos



With Dolby Vision and Dolby Atmos, we can give consumers a complete Dolby entertainment experience on wheels. . .

Investing in the future of entertainment in Germany



 Dolby



CHRISTIAN WIEGAND
Head of User Development & Deputy General Manager

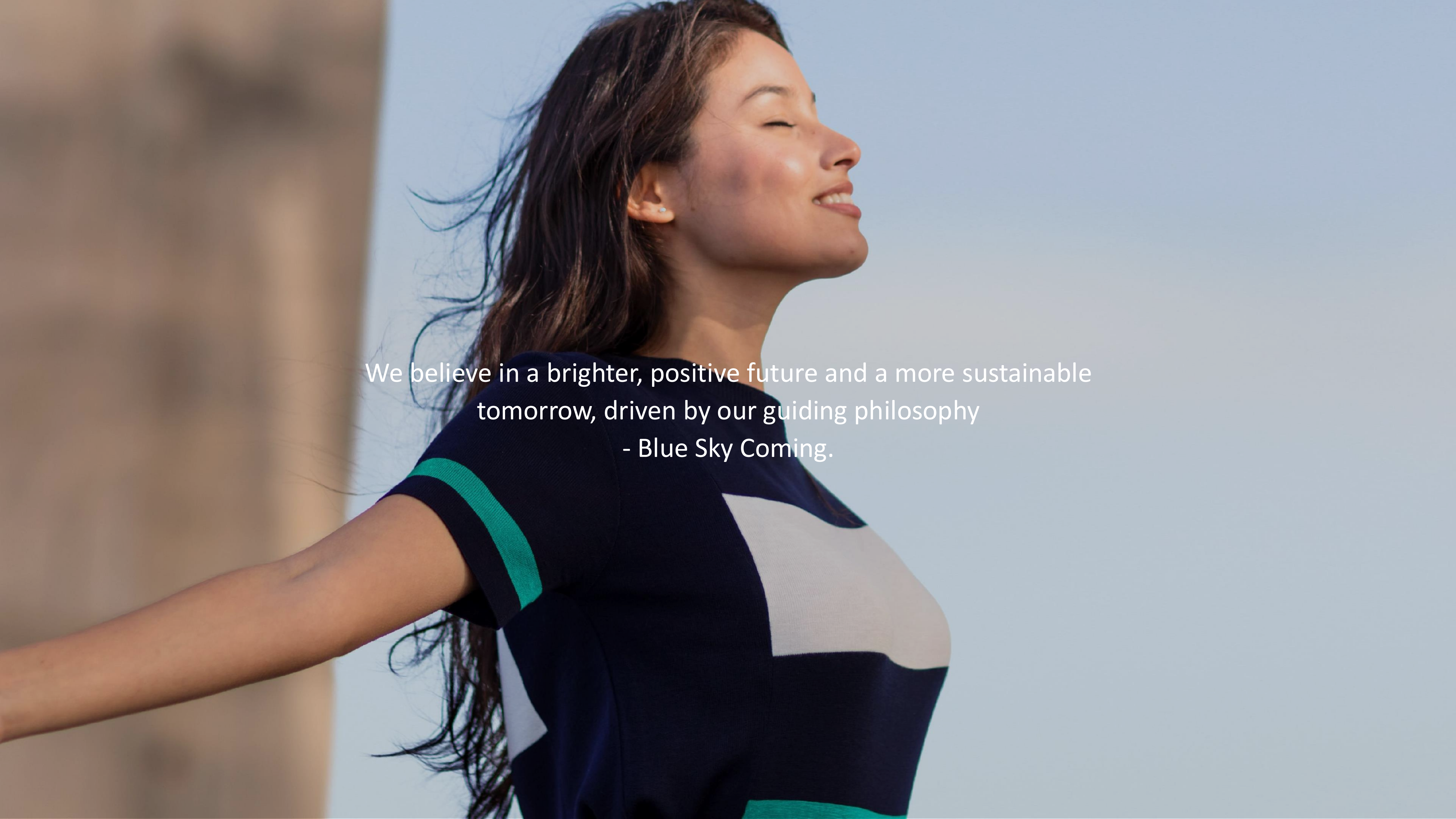
A man and a woman are standing on a rooftop, looking out over a vast mountain range at sunset. The woman, on the left, has blonde hair and is wearing a black blazer, black pants, and white sneakers. The man, on the right, is wearing a dark jacket, grey trousers, and dark shoes. The sky is a mix of orange and yellow, and the mountains are silhouetted against the light. The text "Hello. We are NIO" is centered in the middle of the image.

Hello. We are NIO



“In 2012, we had major smog problems in China, and I started thinking about what I could do to reduce CO2 emissions. These thoughts became stronger when my wife and I were expecting a child in 2014. That same year, I founded NIO. NIO was founded on this idea and sustainable vision of a blue sky for future generations.”

- William Li, Founder & CEO of NIO

A woman with long dark hair is shown in profile, smiling and looking upwards. She is wearing a dark blue short-sleeved shirt with white and green accents. The background is a clear blue sky.

We believe in a brighter, positive future and a more sustainable tomorrow, driven by our guiding philosophy
- Blue Sky Coming.

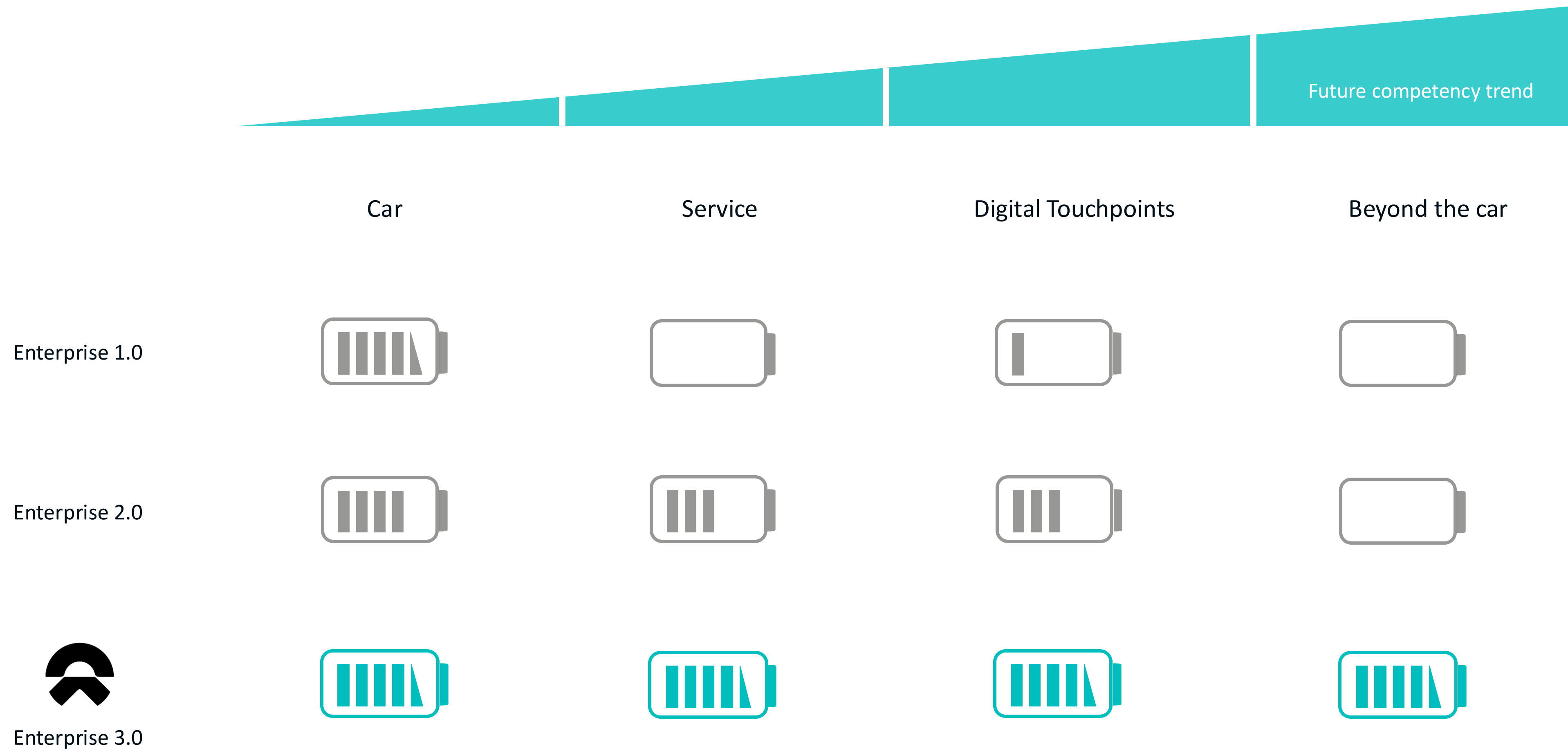


VISION

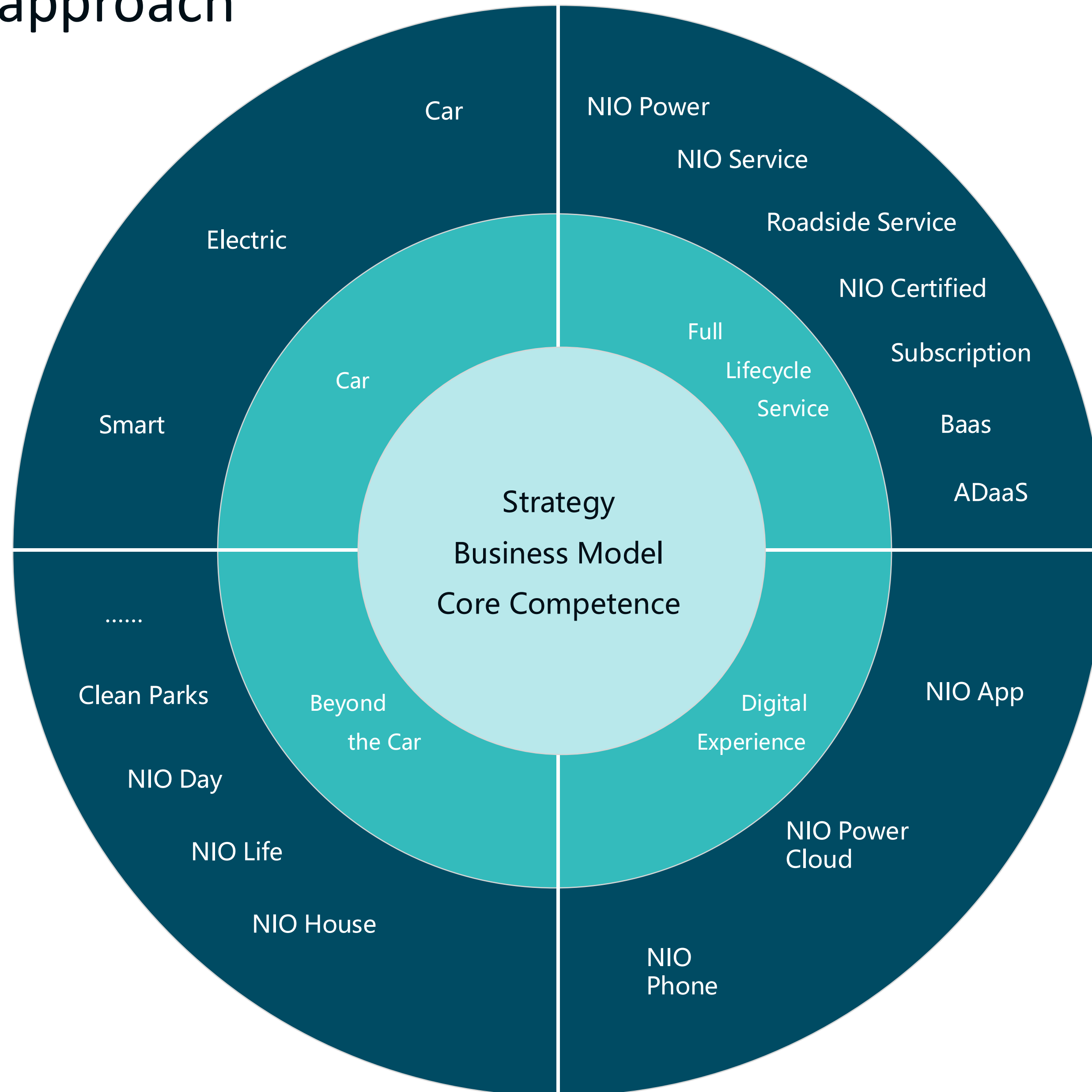
Build a User Enterprise

We exist to satisfy users.
Our success contributes to the
self-fulfillment of users.

Redefine the user experience



The ecosystem approach





2022



eT7

2023



eT5

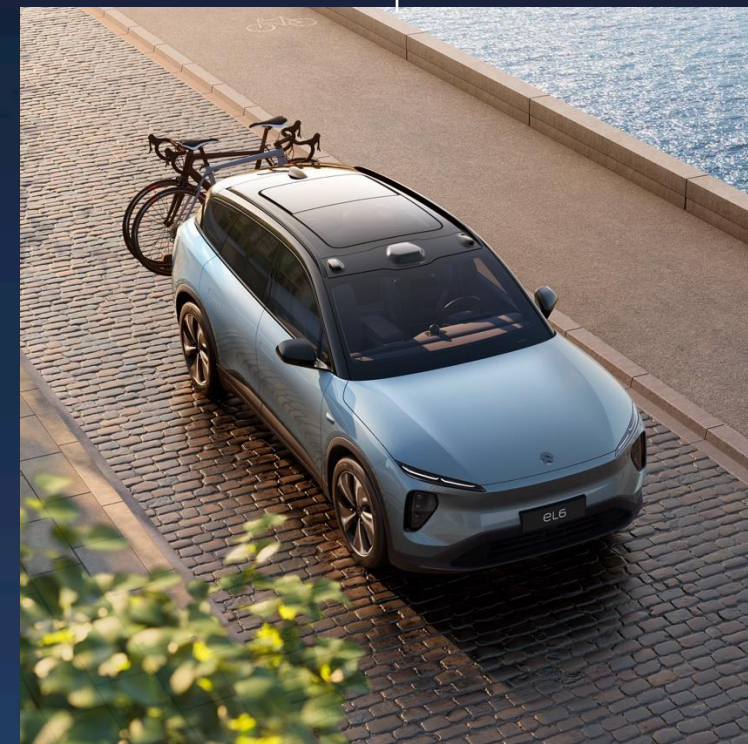


eL7

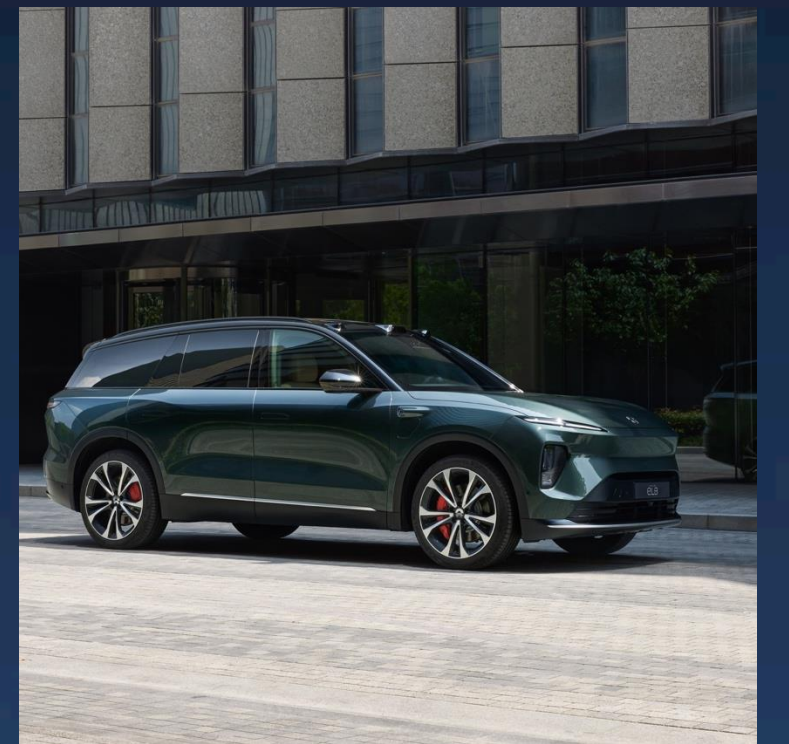


TOURING
eT5

2024



eL6



eL8



7.1.4 Enhanced Surround Sound

23 Speakers

2,230W

Dolby Atmos

DIRAC Pro

Ambient Lighting





Sharp Consumer Electronics Europe

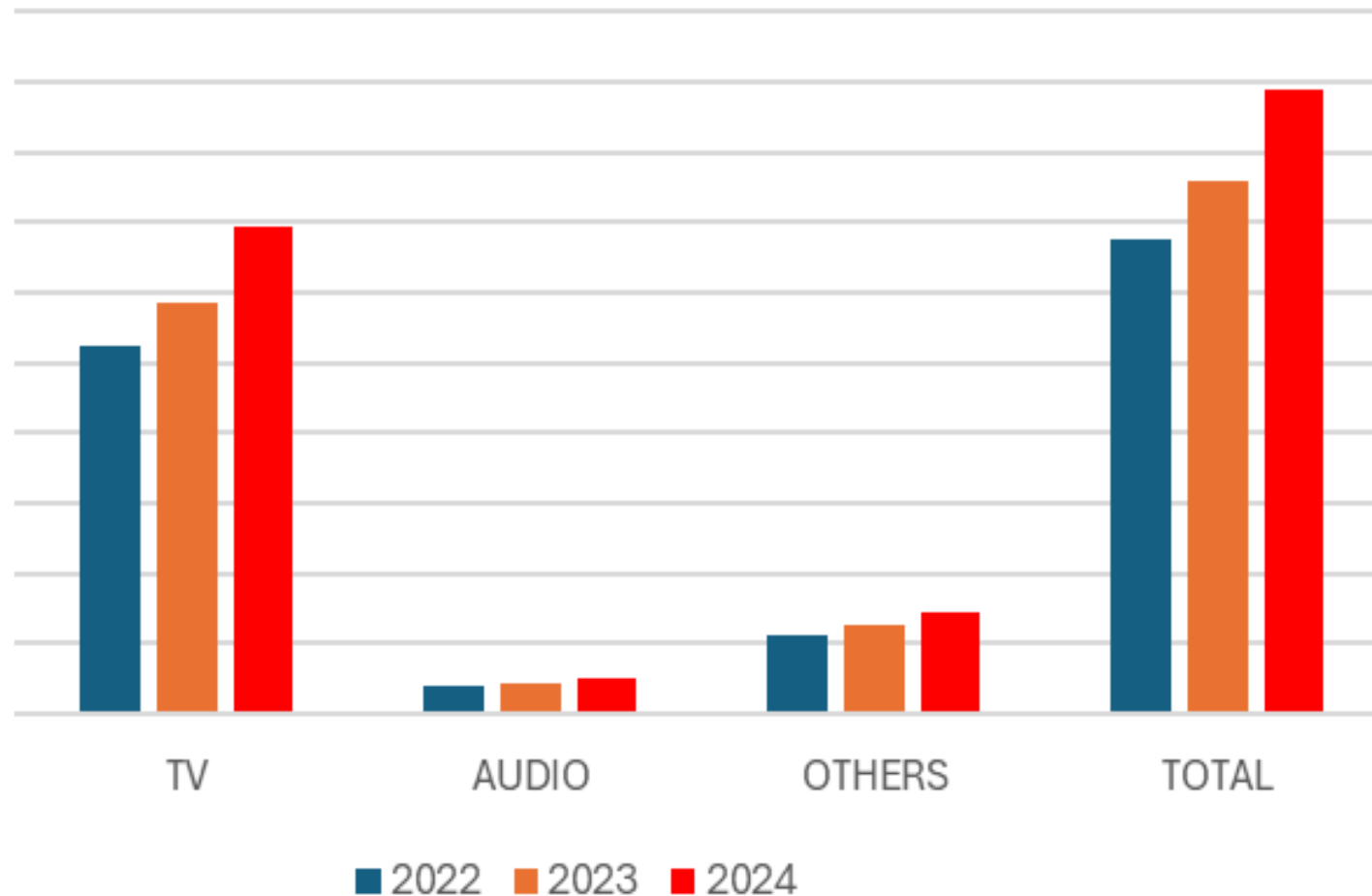
Wie strategische Partnerschaft erfolgreich macht

Sascha Lange

Vice President Sales & Marketing
Europe

SHARP
Be Original.

SHARP CE Europa Umsatzentwicklung



2023: 12% Wachstum erzielt – mit Wachstum in allen Produktkategorien
2024: 17% Wachstum geplant

SHARP Wachstum unterstützt von Dolby

ZIEL

TOP5 Marktanteil in jedem Produktsegment und Markt sowie No. 1 Japanische Marke

POSITIO- NIERUNG

Japanische SMART Life Ecosystem Marke (AIoT), die japanische Qualitätsprodukte zum erschwinglichen Preis anbietet

PRODUKTPORTFOLIO

Hocheffiziente Produkt- entwicklung und Supply Chain

- Strategische Partnerschaften
- Lokale Produktentwicklung
- Schlanke Strukturen

Preiswerte Massenmarktprodukte

Alle UHD Produkte verfügen über Dolby Vision und die meisten über Dolby Atmos

SHARP Q – affordable PREMIUM

Dolby Vision IQ, Dolby Atmos, Aquos Wireless Surround

TV

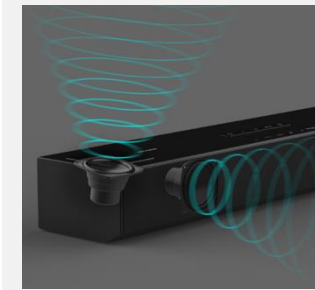
28 preiswerte Massenmarkt-TVs mit Dolby Vision (25 auch Dolby Atmos)

HIGHLIGHT: GR-Serie – 100Hz QLED

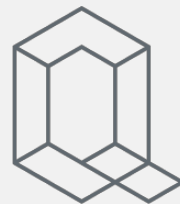


AUDIO

IFA-NEUHEIT: HT-DSB700



- ✓ 2.0.2 Soundbar
- ✓ up-firing drivers
- ✓ 52cm breit
- ✓ **UVP 199€**



FQ-Serie

— PREMIUM SOUND BY —
harman/kardon



- ✓ 5.1.2 UVP. 549€
- ✓ 3.1.2 UVP: 399€
- ✓ (+ rear speaker)



SHARP
Be Original.

AQUOS Wireless Surround



AQUOS

WIRELESS SURROUND

Optionale Rear-Speaker



Optionaler Subwoofer



DANKE SCHÖN!

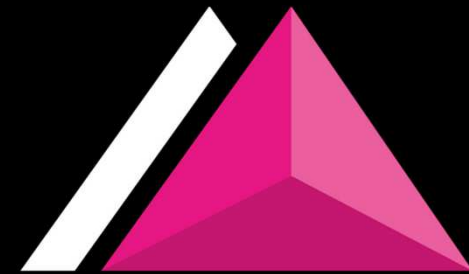
SHARP

Be Original.

Herzlich willkommen

und

Guten Morgen



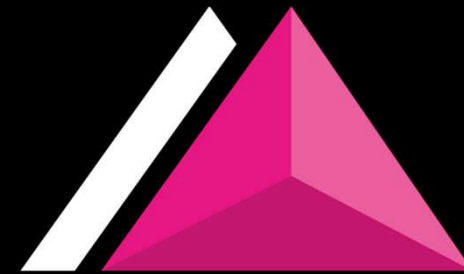
**MEGA
AUDIO**



www.megaaudio.de



- Die Mega Audio GmbH ist der exklusive deutsche Vertriebspartner für AUDEZE und andere Marken
- Gegründet im Jahr 1989 als Studioausstatter
- Heute ein mittelständisches Import- und Vertriebsunternehmen
- Wir importieren feinste Audiotechnik für verschiedenste Einsatzzwecke
- Das Portfolio deckt die Bereiche Livesound, Broadcast, Studio, Film- und Theaterproduktion ab
- Heute sind wir auch im HIFI-Segment zuhause



MEGA
AUDIO



www.megaaudio.de

Welches ist eigentlich das korrekte
Audeze Logo?



...und wie spricht man **Audeze**
richtig aus?



AUDEZE

**Dolby Atmos Gaming und Producing
mit Kopfhörern
von Audeze**

**Dolby Atmos gaming and producing with headphones
from Audeze**

distributed

by

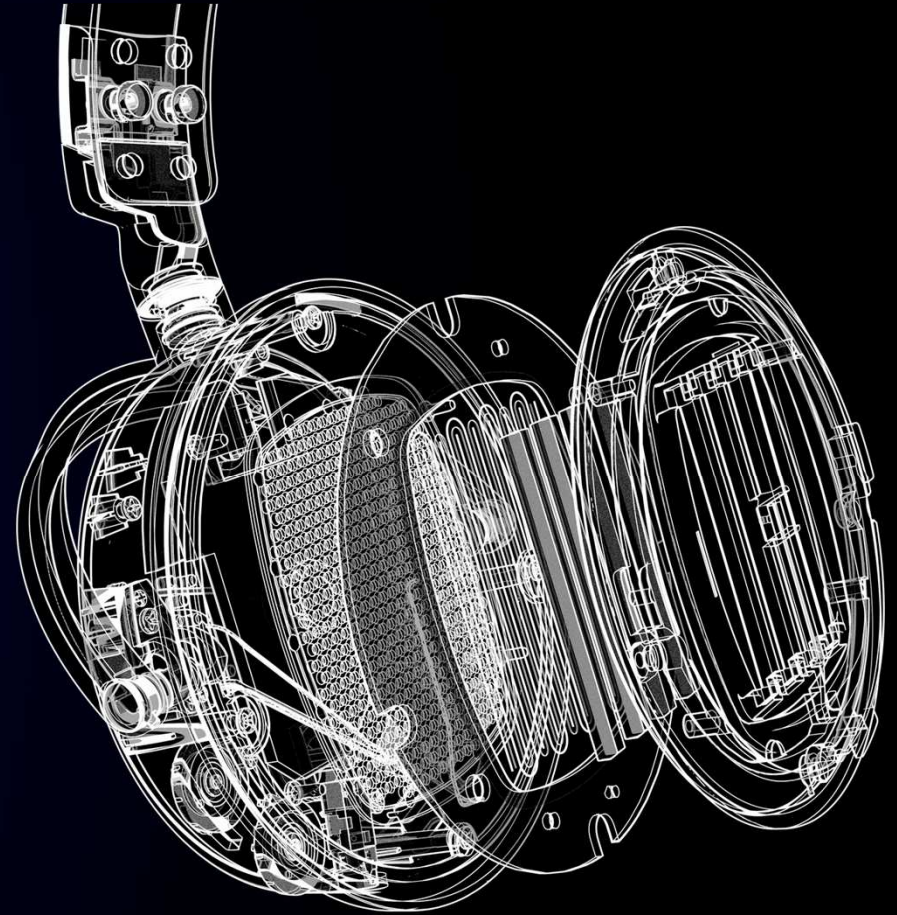


MEGA
AUDIO



Die Audeze Story

- AUDEZE wurde im Jahr 2008 gegründet
- Sankar Thiagasamudram, Alexander Rosson & Pete Uka (vorher NASA-Entwickler)
- Der erste Kopfhörer LCD-1 wurde von Dragoslav Colich (CTO AUDEZE) entwickelt
- Es folgten LCD-2, LCD-3, LCD-X & -XC
- Später kamen EL-8, SINE und iSINE dazu
- Innovatives Industriedesign mit Unterstützung aus der BMW-Group





LCD-5

- LCD-5 setzt neue Maßstäbe für Präzision
- FLUXOR Magnettechnik und FAZOR-Waveguards
- Parallel-Uniforce™-Schwingspulen (patent applied for) - eine absolut neuartige Technologie

CRBN

- gesprochen: „Carbon“
- Neueste elektrostatische Kopfhörer-Technologie
- Völlig neuartige Polymerfolie mit schwebenden Kohlenstoff-Nanoröhrchen



Flagship Series





MM-500

- ist leichter als Audeze Kopfhörer LCD-X
- Patentierte Waveguides, Magnet-Arrays & Membranen – wie beim Flaggschiff LCD-5
- Wurde von Manny Marroquin mit entwickelt und zur Mischung des Kendrick Lamar Nr.-1 Albums eingesetzt

MM-100

- Der kleine Bruder des MM-500
- Studio im Kopf
- Punktgenaue Präzision
- Nahezu identische Technologie



manny marroquin

A SERIES
BY AUDEZE





LCD-X

- seit 2013 auf dem Markt
- Bestseller der Range
- insbesondere für Tonmischung und Produktion

LCD-XC

- Technologie gleicht dem des LCD-X
- „C“ steht für „closed“ = geschlossener Kopfhörer



Reference Series





LCD-2

- Der erste kommerziell erfolgreich verkaufte Kopfhörer von Audeze
- Trotz zahlreicher Verbesserungen über die Zeit bleibt er der kultige, warm-ausgewogene LCD-2

LCD-2 Classic

- Baugleiche Treiber wie LCD-2 aber ohne FAZOR-Elemente
- Dadurch dem LCD-2 Original von 2008 sehr nahe



Origins Series



Gaming Series

Maxwell

- 90 mm Treiber der neuesten Audeze-Generation
- >3-fache Treiberfläche der Wettbewerber
- Patentierte Technologien verarbeitet :
 - Uniforce™ -Schwingspulen
 - Fluxor™ -Magnete
 - Fazor™ -Waveguides
- Wireless oder USB, hochauflösend bis 24Bit/96KHz



LCD-GX

- Gaming auf Basis der LCD-Serie
- Große Klangbühne und hervorragende Auflösung



AUDEZE & Dolby ATMOS

- Rasant steigende Nachfrage nach ATMOS-Inhalten
- Es fehlen günstige Abhör- & Kontrollmöglichkeiten, da Studios verhältnismäßig teuer sind



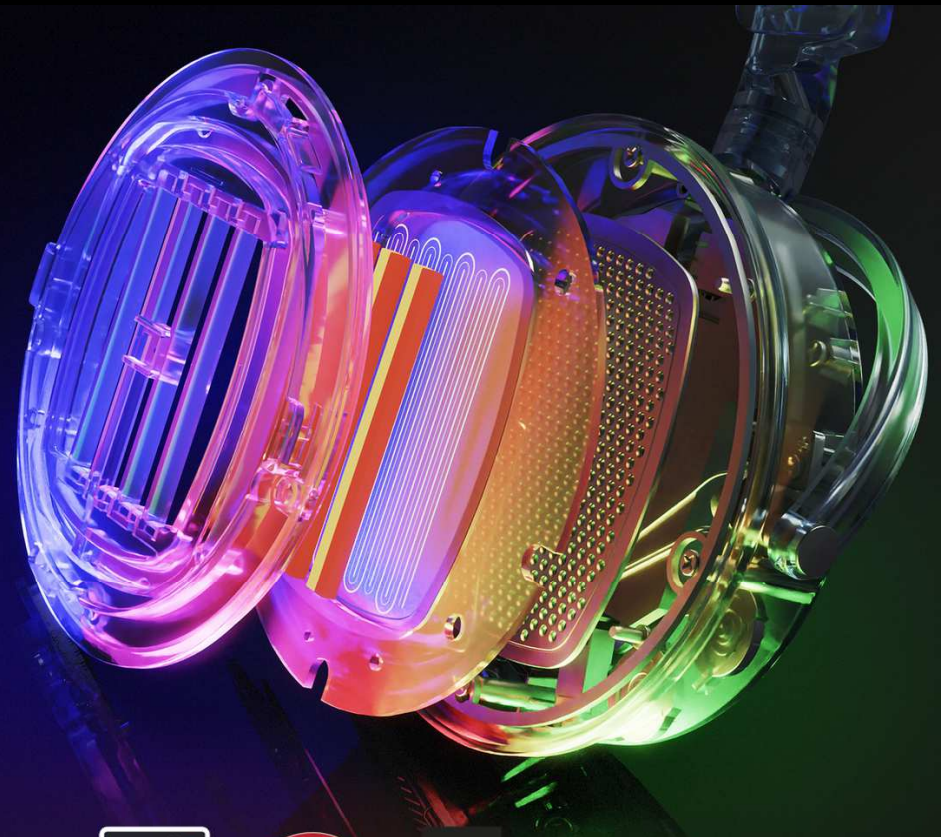
AUDEZE & Dolby ATMOS

- Audeze Maxwell
- erster Kopfhörer mit voller DOLBY ATMOS Integration.
- Binaurales Rendering mit Echtzeit-Head-Tracking-Daten



AUDEZE & Dolby ATMOS

- Maxwell - der erfolgreichste Kopfhörer von AUDEZE
- Maxwell verwendet 90-mm-Planartreiber
- Maxwell verwendet zwei dedizierten Verstärker



AUDEZE & Dolby ATMOS

- Überwachung mit Headtracking mit Audeze Maxwell
- im Dolby Atmos Renderer
- Embody Virtual Studio Pro





- **Zukunft:**
- **Weitere Headtracking Integration**
- **Unterstützung anderer Spatial-Audio-Entwickler und DAWs**

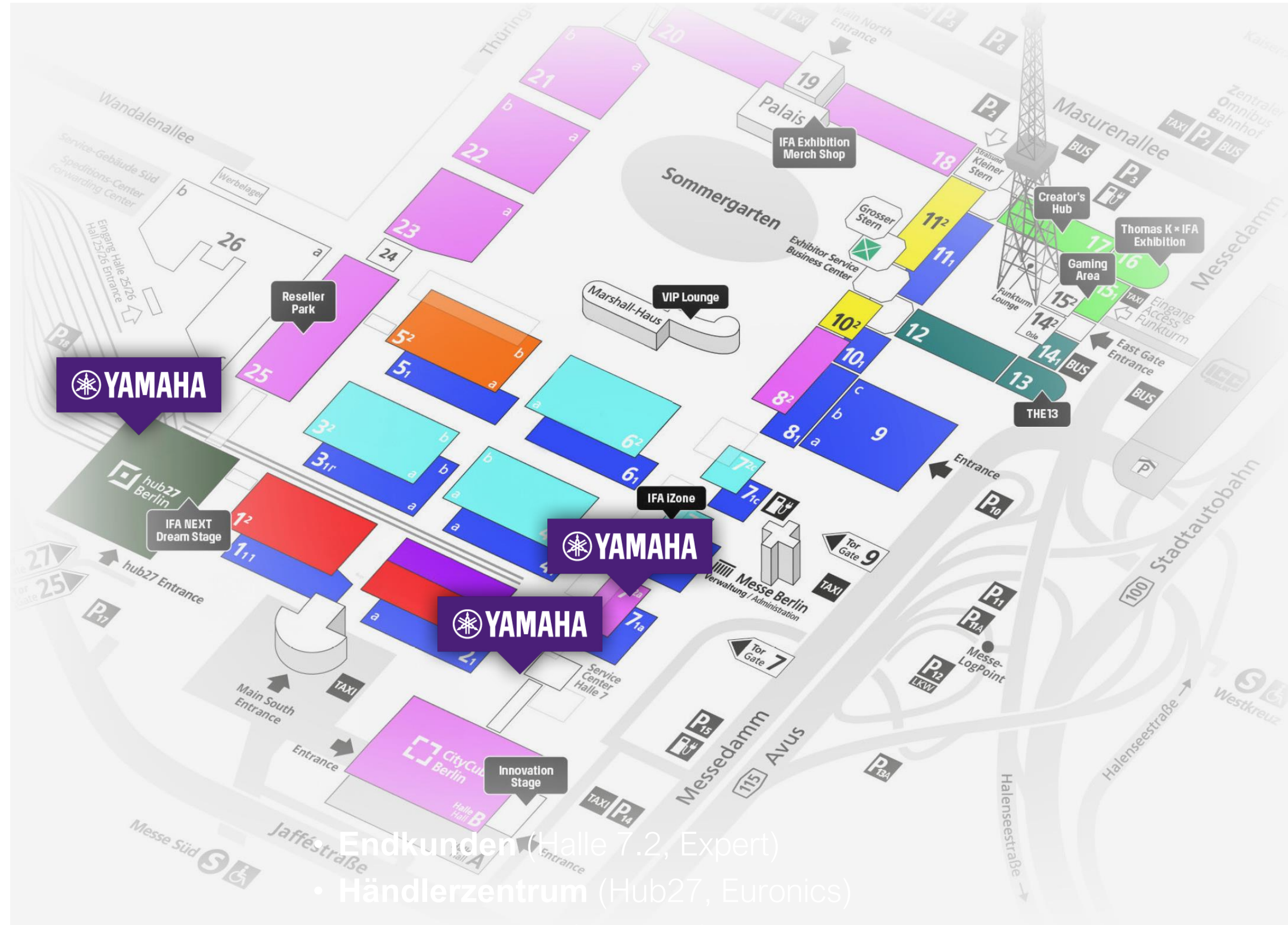
WATCH THIS SPACE !!!

Vielen Dank für Ihre Aufmerksamkeit

ends



YAMAHA auf der IFA 2024



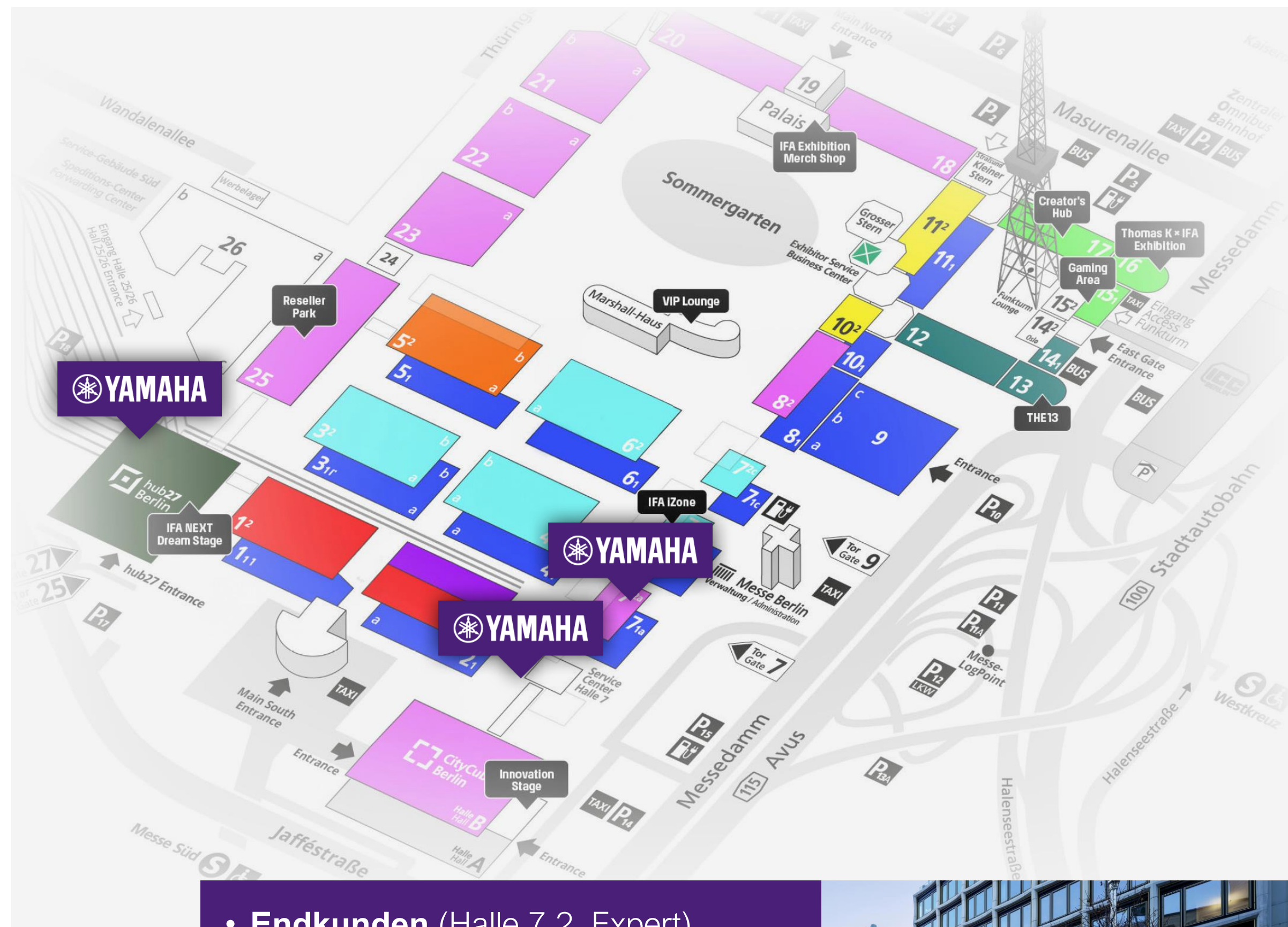
- Endkunden (Halle 7.2, Expert)
- Händlerzentrum (Hub27, Euronics)

NIO Haus Berlin
Mathias Krause

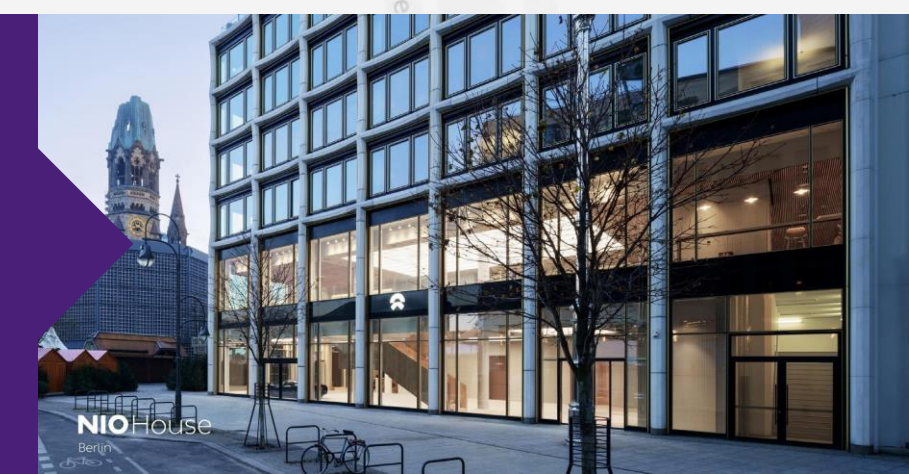
06th Sep 2024

YAMAHA auf der IFA 2024 erleben

- Neues Messekonzept mit dedizierter Experience für Endkunden, Fachhandel und Medien auf dem Messegelände
- Mit Dolby erstmals Teil der IFA 100 Moments, hier im Nio House
- Fokusthemen: Immersives Entertainment mit Dolby Atmos, Musikerlebnis mit ‚Smart HiFi‘, MusicCast Multiroom



- **Endkunden** (Halle 7.2, Expert)
- **Händlerzentrum** (Hub27, Euronics)
- **Medienlounge** (Lindau 6)
- Und hier im **Nio House!**



Mit Yamaha Dolby Atmos in Perfektion erleben



Heimkino mit AV-Receiver

- Klassisches Heimkino mit bis zu 11 Kanälen
- Surround: Ai Technologie für maximales immersives Entertainment
- Room Integration & Streaming-Services
- Verlängerung über MusicCast Multiroom
- Zukunftssicher durch regelmäßige Software-Updates



Soundbars

- Einfacher Heimkino-Einstieg
- Mit SR-B30, SR-B40A und True X attraktive Soundbars mit Dolby Atmos
- Kabelloser Subwoofer
- Clear Voice & Bass Extension Technologie für beste Experience
- True X: Kabellose Rear-Speaker verstärken immersiven Effekt oder bringen die Musik in jeden Raum

Yamaha Home Audio Wachstumssegmente in Deutschland



Soundbars

- Wachstum im Einstiegs- aber auch im Premium-Segment
- Wachstumstreiber sind Technologien wie Dolby Atmos und Gaming
- Unterscheidbarkeit durch Yamaha USPs wie Clear Voice Technologie



Netzwerk-Stereosysteme

- ‚Best Of Both Worlds‘ Gedanke – integration von Streaming-Services
- Plus: Vinyl-Nachfrage
- Moderne Produktmerkmale wie Einmessautomatik



All-In-One (AiO) Musiksysteme

- Kundenwunsch: Kompakte, einfach zu bedienende Systeme
- Alles in einem: DAB Radio, CD-Player, Streaming, Multiroom, ...
- Zeitloses Design

Highlight: Yamaha True X Serie



**So einfach kann
immersives Heimkino sein.**

- Zwei kabellose Rear-Lautsprecher, die auch als Bluetooth-Speaker genutzt werden können
- Kraftvoller externer, kabelloser Subwoofer
- 4 Sound Modes für beste immersive Experience
- Spotify Connect, Tidal Connect und Apple AirPlay 2
- Steuerung per App und Amazon Alexa

Highlight: MusicCast 200 All-In-One Musiksysteem



Jeden Moment Musik genießen.

- Große Uhr und Weckfunktion
- DAB+ Radio und Slot-In CD-Player
- Streaming-Dienste wie Spotify, Tidal, Amazon Music, deezer u.v.m.
- MusicCast Multiroom & Apple AirPlay 2
- Induktions-Ladetechnik (Qi) auf der Oberseite (für Smartphones)

Highlight: Netzwerk Stereo-Systeme



TT-S303



R-N800A



N-S2000A

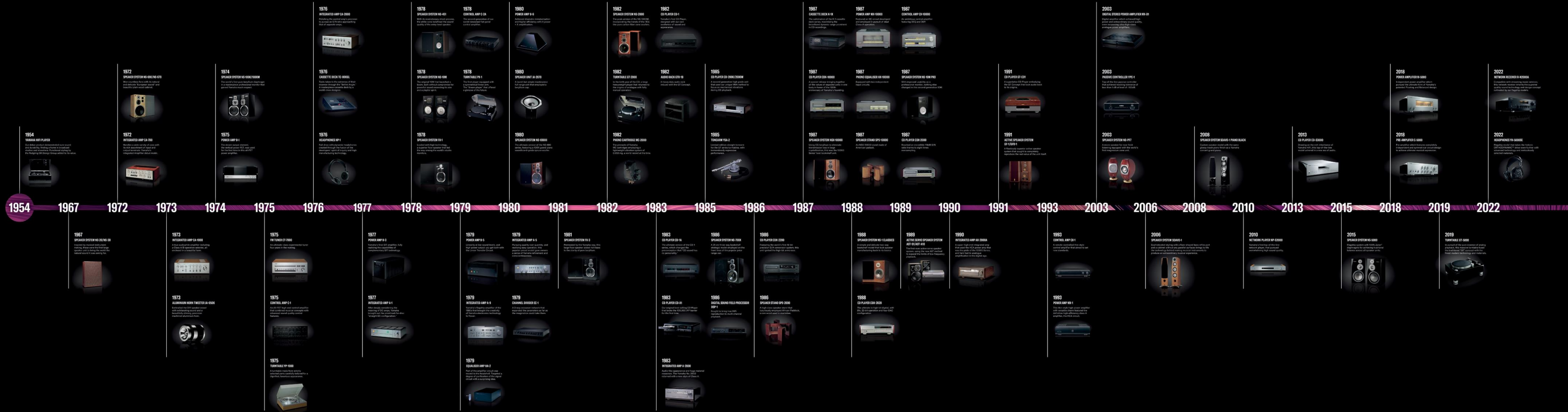
HiFi für das 21. Jahrhundert.

- Modernes HiFi-Setup für Streaming und Vinyl aus Netzwerk-Stereoreceiver R-N800A, Plattenspieler TT-S303 und Standlautsprecher-Paar N-S2000A
- Streaming-Dienste wie Spotify, Tidal, Amazon Music, Deezer u.v.m.
- MusicCast Multiroom & Apple AirPlay 2
- Einmess-Automatik YPAO für besten Klang zuhause

70 Jahre Yamaha HiFi



Jubiläum 70 Years Of Passion & Performance in HiFi



1954 **YAMAHA HI-FI PLAYER**
The debut of the world's first Hi-Fi player, the R-1000, which was a combination of a turntable and a tuner.

1967 **SPEAKER SYSTEM NS-20/NS-30**
Introduced the world's first Hi-Fi speaker system, the NS-20/NS-30, which was a combination of a turntable and a tuner.

1972 **SPEAKER SYSTEM NS-60/NS-70**
Introduced the world's first Hi-Fi speaker system, the NS-60/NS-70, which was a combination of a turntable and a tuner.

1973 **INTEGRATED AMP CA-1000**
Introduced the world's first Hi-Fi integrated amplifier, the CA-1000, which was a combination of a turntable and a tuner.

1974 **SPEAKER SYSTEM NS-1000/NS1000M**
Introduced the world's first Hi-Fi speaker system, the NS-1000/NS1000M, which was a combination of a turntable and a tuner.

1975 **POWER AMP B-1**
Introduced the world's first Hi-Fi power amplifier, the B-1, which was a combination of a turntable and a tuner.

1976 **WEARPHONES SP-1**
Introduced the world's first Hi-Fi headphones, the SP-1, which were a combination of a turntable and a tuner.

1977 **INTEGRATED AMP A-1**
Introduced the world's first Hi-Fi integrated amplifier, the A-1, which was a combination of a turntable and a tuner.

1978 **SPEAKER SYSTEM NS-401**
Introduced the world's first Hi-Fi speaker system, the NS-401, which was a combination of a turntable and a tuner.

1979 **CONTROL AMP C-1A**
Introduced the world's first Hi-Fi control amplifier, the C-1A, which was a combination of a turntable and a tuner.

1980 **POWER AMP B-2**
Introduced the world's first Hi-Fi power amplifier, the B-2, which was a combination of a turntable and a tuner.

1982 **SPEAKER SYSTEM NS-2000**
Introduced the world's first Hi-Fi speaker system, the NS-2000, which was a combination of a turntable and a tuner.

1982 **CD PLAYER CD-1**
Introduced the world's first Hi-Fi CD player, the CD-1, which was a combination of a turntable and a tuner.

1987 **CASSETTE DECK K-1K**
Introduced the world's first Hi-Fi cassette deck, the K-1K, which was a combination of a turntable and a tuner.

1987 **POWER AMP B1-10000**
Introduced the world's first Hi-Fi power amplifier, the B1-10000, which was a combination of a turntable and a tuner.

1987 **CONTROL AMP C1-10000**
Introduced the world's first Hi-Fi control amplifier, the C1-10000, which was a combination of a turntable and a tuner.

2003 **DIGITAL STEREO POWER AMPLIFIER B10-01**
Introduced the world's first Hi-Fi digital stereo power amplifier, the B10-01, which was a combination of a turntable and a tuner.

2003 **PROGRESS CONTROLLER YPC-1**
Introduced the world's first Hi-Fi progress controller, the YPC-1, which was a combination of a turntable and a tuner.

2008 **SPEAKER SYSTEM SDA001-1 (PANO BLACK)**
Introduced the world's first Hi-Fi speaker system, the SDA001-1 (PANO BLACK), which was a combination of a turntable and a tuner.

2010 **NETWORK PLAYER NP-2000**
Introduced the world's first Hi-Fi network player, the NP-2000, which was a combination of a turntable and a tuner.

2013 **CD PLAYER CD-2000S**
Introduced the world's first Hi-Fi CD player, the CD-2000S, which was a combination of a turntable and a tuner.

2015 **SPEAKER SYSTEM NS-5000**
Introduced the world's first Hi-Fi speaker system, the NS-5000, which was a combination of a turntable and a tuner.

2018 **POWER AMPLIFIER B1-5000**
Introduced the world's first Hi-Fi power amplifier, the B1-5000, which was a combination of a turntable and a tuner.

2018 **PROGRESS CONTROLLER YPC-1000**
Introduced the world's first Hi-Fi progress controller, the YPC-1000, which was a combination of a turntable and a tuner.

2019 **WEARPHONES SP-5000S**
Introduced the world's first Hi-Fi headphones, the SP-5000S, which were a combination of a turntable and a tuner.

2022 **NETWORK RECEIVER B-10000A**
Introduced the world's first Hi-Fi network receiver, the B-10000A, which was a combination of a turntable and a tuner.

2022 **WEARPHONES SP-5000S**
Introduced the world's first Hi-Fi headphones, the SP-5000S, which were a combination of a turntable and a tuner.

Highlight: High-End Kopfhörer-Ensemble



YH-5000SE

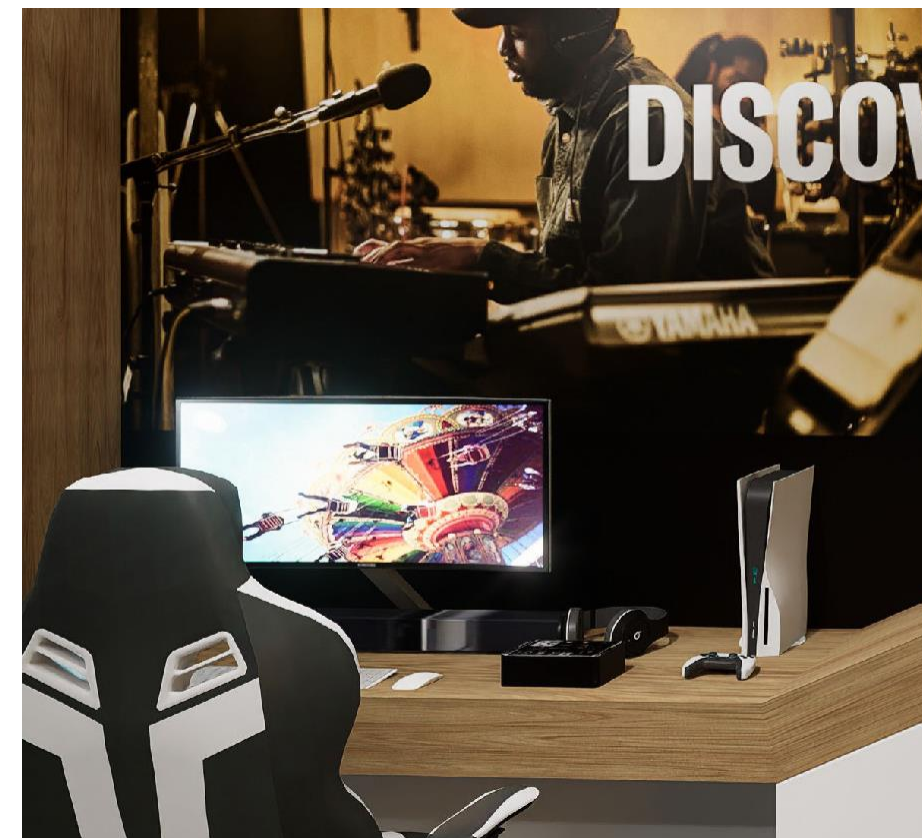


HA-L7A

Das beste Setup für den ganz privaten Musikgenuss.

- High-End Ensemble aus Kopfhörer YH-5000SE und Kopfhörerverstärker HA-L7A
- Original Orthodynamic Treiber (wie im Yamaha High End Kopfhörer HP-1)
- Kopfhörerverstärker mit integriertem DAC

Yamaha Markenerlebnis



Der beste Klang ist ganz in Deiner Nähe.

- Fachhandel / Brick-and-Mortar ist und bleibt die Stärke von Yamaha
- Neues Markenwelt-Konzept, Beispiel MediaMarkt Hamburg Mönckebergstraße
- Premium Table für zertifizierte Händler



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