

Public Relations/Business Writing

CLIENT: Dolby Laboratories

PROJECT: CEDIA Trade Show

OBJECTIVE: To provide company and partner licensees with accurate talking points, messages and key words for press interviews during trade show.

Overall key message: Dolby Headphone lets listeners enjoy surround sound over any set of headphones.

All supporting messages are written to conform to this overarching message.

Dolby Headphone is also available in the upgrade Denon offers for existing AVR-5800 receivers.

Partners and licensees were a big part of the story, and the client wanted the press to focus on actual products available, in addition to the technology itself.

DOLBY

CEDIA TRADE SHOW 20XX
(Custom Electronic Design and Installation Association)

Dolby Headphone

Overall key message: Dolby Headphone lets listeners enjoy surround sound over any set of headphones.

Specific messages:

- Dolby Headphone lets listeners enjoy the experience of surround sound from any 5.1-channel or stereo source, over any pair of headphones.
- By simulating the complex acoustics of a listening room with multiple physical speakers, Dolby Headphone avoids the listening fatigue of standard headphones and avoids the impression that sounds are coming from inside the listener's head.
- Denon's AVR-5803 A/V receiver is the first U.S.-market CE product to include Dolby Headphone. Dolby Headphone is also available in the upgrade Denon offers for existing AVR-5800 receivers.
- A number of airlines have incorporated Dolby Headphone for in-flight entertainment, using the superior sound experience of Dolby Headphone as a "perk" to attract passengers.
- We expect Dolby Headphone to become available in many more consumer electronics products soon, because it has recently been incorporated into many DSP chips, and into application-specific chips (ASICs) from Sanyo and Sharp, and we should be seeing more of these products in 20XX.

Dolby in Games

Overall key message: Dolby brings the cinema surround sound experience to games.

Specific messages:

- Dolby is the de facto standard for all audio in gaming.
- Audio, not graphics, is the major differentiator in games being developed today. Dolby's technologies are creating a richer, fuller, more exciting gaming experience for the consumer.

CLIENT: American Lung Association in California

PROJECT: Local news, National State of the Air Report

OBJECTIVE: Communication to stimulate ongoing press/blog coverage of report; fact repository for journalist reference.

The City of Los Angeles has seen continued improvements in air quality, dropping its year-round particle pollution levels by nearly one-third over the last decade, according to the annual American Lung Association's *State of the Air: 2008* (www.californialung.org) report released today.

However, the Los Angeles-Long Beach-Riverside metropolitan area is still among the most polluted for short-term particle pollution and tops the national list of cities for year-round particle pollution levels. California cities and counties continue to dominate the list of places nationwide with the worst air pollution.

Client wanted to emphasize the better news at the outset, while reiterating that the local air pollution problem is huge and needs to be addressed.

"We're thankful to the South Coast Air Quality Management District, among others, for some air quality improvements," said Gwendolyn W. Young, board chair of the American Lung Association of California. "But the road to cleaner air is far from complete when each year 8,800 Californians die prematurely from ozone and particle pollution. Additionally, global warming increases emission levels and accelerates ozone formation."

Client uses the volunteer executive quote to highlight a key partnership and also points out the human cost of air pollution.

AMERICAN LUNG ASSOCIATION®
of California

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Los Angeles Shows Long-Term Air Quality Improvements, But Metropolitan Area Still Among the Nation's Most Polluted

*American Lung Association's Annual Nationwide State of the Air Clean Air Says
Policy Initiatives and Community-Based Efforts Have More Work to Do*

Los Angeles, CA, EMBARGOED UNTIL 9:01 p.m. (PACIFIC), WEDNESDAY, APRIL 30, 2008—The City of Los Angeles has seen continued improvements in air quality, dropping its year-round particle pollution levels by nearly one-third over the last decade, according to the annual American Lung Association's *State of the Air: 2008* (www.californialung.org) report released today.

However, the Los Angeles-Long Beach-Riverside metropolitan area is still among the most polluted for short-term particle pollution and tops the national list of cities for year-round particle pollution levels. California cities and counties continue to dominate the list of places nationwide with the worst air pollution.

Pittsburgh, Pennsylvania overtook Los Angeles as the most polluted city for short-term particle pollution.

Particle pollution is a deadly cocktail of ash, soot, diesel exhaust and chemicals that can spike dangerously in the air for hours to weeks on end. The body's natural defenses – coughing and sneezing – fail to keep these microscopic particles from burrowing deep within the lungs. Particle pollution causes asthma attacks, heart attacks, strokes and lung cancer, and it can kill.

Los Angeles also saw improvement in ozone levels. The weighted average number of days each year with unhealthy levels of ozone dropped by 13 (103.3 to 90.3) from the 2007 to the 2008 report.

"We're thankful to the South Coast Air Quality Management District, among others, for some air quality improvements," said Gwendolyn W. Young, board chair of the American Lung Association of California. "But the road to cleaner air is far from complete when each year 8,800 Californians die prematurely from ozone and particle pollution. Additionally, global warming increases emission levels and accelerates ozone formation."

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