

# Communications Evolution

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# About Dolby

- Founded by Ray Dolby in 1965
- More than 1,200 employees worldwide
- Dolby technology in 4.75 billion products
- More than 1,880 patents and nearly 990 trademark registrations worldwide
- Multiple industry awards including
  - 9 Academy Awards, 7 Emmys
- Delivering high quality audio experiences in:
  - Cinema & Home Theatre
  - Games
  - Broadcast
  - Mobile Entertainment



# Introduction

- Convergence of networks, services and devices is yielding an accessible high quality experience
- Why are we still putting up with telephone grade audio in a high speed world? Conferencing in particular is “broken”
- Ten years of IP-networks and VoIP has been dominated by replicating POTS and driving down costs
- Business communications is now transitioning toward Unified Communications and Collaboration (UCC) and Social Business
- Changing market dynamics
  - Convergence results in “experience” emerging as a key factor
- Opportunity to modernizing the Communication experience
  - Voice communications, conferencing, UCC and beyond

# Converging Markets and Technology

Telephones

Mobile Phones

Conferencing

Triple Play IPTV



Theatre

Cinema

Television

Mobile entertainment



**Convergence**



- Unified Communications
- Business tools & processes
- Social Business
- Mobile
- Rich Media Conferencing

- Entertainment
- Premium and user content
- Social Networks
- Online
- Mobile



Versatile IP-network  
and high speed wireless infrastructure

# Effect of Convergence

- Versatile IP-based infrastructure creates new generation of services and service providers
  - Segment cross-over and common devices
  - *Drives expectation/demand for higher quality experience*
- Changing economics are shaping the market
  - Significant movement to managed services (and cloud)
  - *Drives requirement for quality differentiation and “experience” based performance metrics*
- Conferencing and Unified Communications are in the spotlight to address objectives in: cost savings, the green agenda and productivity enhancement
- Next generation audio solutions for converging markets:
  - *Communications/conferencing, social networks/business, mobile entertainment*

# Conclusions

- Experience driven market emerging
  - Performance challenges
    - Loss of regulation – headsets and PCs
    - End-point diversity and convergence
    - Mobility – environmental noise
  - Demand for a great experience
    - Entertainment / communications miss match
    - Delivery to multiple devices
    - Service differentiation (MSP, Cloud)
- Communications experience in need of modernization
- We are finally positioned to move communications beyond POTS