

DTS Technology for Blu-ray™ Entertainment

DTS-HD Master Audio™

DTS-HD Master Audio™ is the premier high definition audio format, which is identical to the studio master (lossless).

One Stream

The unique "one-stream" architecture of DTS-HD® results in the most data and bandwidth-efficient lossless audio solution for Blu-ray Disc™.

Best-In-Class Audio Quality

Encode 5.1 channels at up to 192 kHz and 7.1 channels at up to 96 kHz.

Backwards Compatible

Every DTS-HD Master Audio, DTS-HD High Resolution Audio™, and DTS stream is backwards compatible with all DTS legacy equipment at up to 1509 kbps.

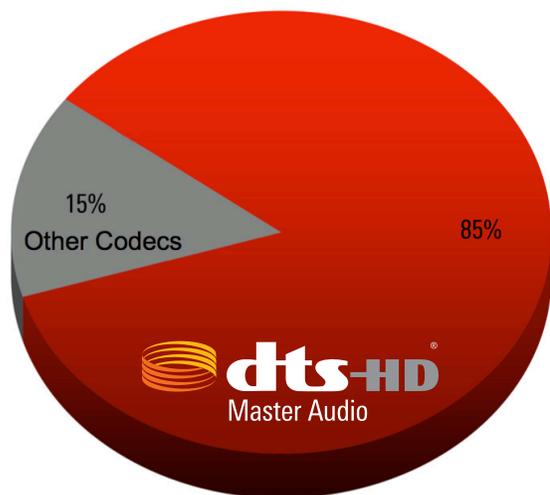
Enhance the 3D Experience

Add 7.1 lossless sound to Blu-ray 3D™ titles.

Advanced

Mixes with DTS Express™ for enhanced Blu-ray Disc Primary and Secondary Audio mixing. Seamless Branching optimization facilitates multi-story or multi-angle BD titles.

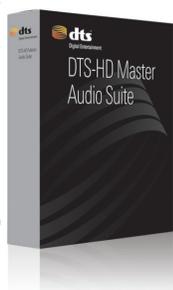
U.S. Market Share of Top 100 Blu-ray Titles 2010



Note: Based on total units sold week ending 1/3/2010 through 11/28/2010. Data does not include Wal-Mart or Sam's Club; most other major retailers are included. It is based on titles sold that may have multiple audio codecs.
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Rank*	Top 10 Blu-ray Titles	DTS-HD Audio Codec
1	Avatar	DTS-HD Master Audio™ 5.1
2	Iron Man 2	DTS-HD Master Audio™ 5.1
3	Beauty And The Beast	DTS-HD Master Audio™ 7.1
4	Toy Story 3	DTS-HD Master Audio™ 7.1
5	Alice In Wonderland	DTS-HD Master Audio™ 5.1
6	2012	DTS-HD Master Audio™ 5.1
7	The Twilight Saga: New Moon	DTS-HD Master Audio™ 5.1
8	Sherlock Holmes	DTS-HD Master Audio™ 5.1
9	Toy Story	DTS-HD Master Audio™ 5.1
10	Toy Story 2	DTS-HD Master Audio™ 5.1

* Total Units sold Week Ending 1/03/10 thru 11/28/2010. Data for some titles may include sales for Blu-ray and Blu-ray/DVD Combo Packs. Data does not include Wal-Mart or Sam's Club; most other major retailers are included.
Source: © The Nielsen Company (US), LLC. Used with permission.



To learn more about encoding DTS-HD Master Audio, visit the Pro Audio Products section of dts.com for more information about the DTS-HD Master Audio Suite™ – the ultimate software encoding and QC package used in every Hollywood studio workflow to date.