

# SKY CINEMA<sup>®</sup> AVIATION

Fueled By



*Sound and music make up more than half of communicating a story, greater even than what you're seeing."*

– Steven Spielberg



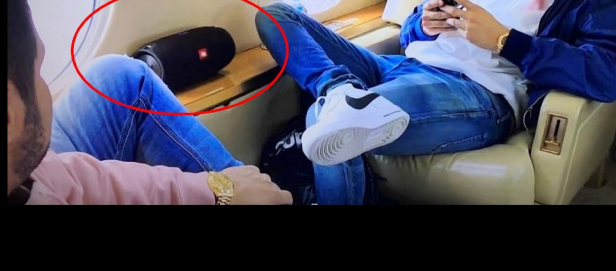
## SKY CINEMA

- SkyCinema Aviation represents a groundbreaking initiative that is transforming in-flight audio experiences. Comprising of experts from both aerospace and audio fields, SkyCinema Aviation has elevated the cabin audio standard from "good enough" to "best in class."
- Fully authorized and DCI Certified (Digital Cinema Initiatives approved by the movie studios), supported by Dolby Laboratories and serviced worldwide
- Our collaboration with renowned strategic partners, including Dolby Labs, guarantees exceptional audio quality and sophistication, all while ensuring efficient installation for aircraft missions. Picture yourself enjoying movies, music, and other content with unparalleled sound clarity and depth as you soar through the skies!

Cabin technology has advanced in areas such as high-speed connectivity, wireless streaming, and HD or 4K video distribution and displays...



...however, the entertainment audio portion remains dramatically underserved. A "good enough" attitude has prevailed or, in many cases, the installed audio system is simply not used in favor of a carry-on device.



## Lifestyle includes Dolby

Private screening rooms are a popular amenity among affluent jet owners. These dedicated spaces allow them to enjoy movies, sports, and entertainment in a luxurious and private setting. Whether it's a home theater with Dolby sound or a cozy cinema room, these spaces enhance the overall lifestyle experience. SkyCinema is transitioning their lifestyle to their Jet

THE SAD REALITY: A LACK OF AUDIO QUALITY

WHY THE MARKET HASN'T UPGRADED AUDIO

Highest Level of Expertise

Dolby Cinema Processor (DCP)

THE VALUE PROPOSITION

Lifestyle Sources

Dolby World

- Very few options with no brand awareness / intrinsic value to the operator
- Aircraft audio manufacturers content to sacrificing quality to achieve SWAP objectives and limited real estate for install.
- IFE is a discretionary investment
  - Operators will typically not extend an aircraft downtime to support install, especially if it is a revenue generating asset (charter or fractional)
  - Often costly and/or complicated

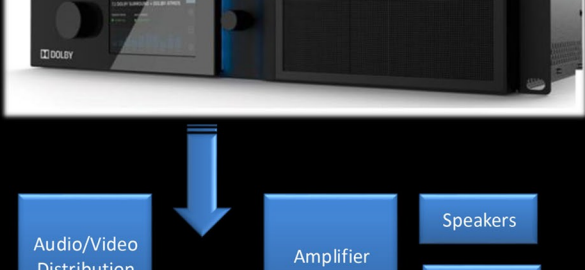


### Notable Sound Expertise

- SkyCinema Aviation continues to be at the forefront of audio innovation in the aviation industry. Their mission is to elevate the in-flight audio experience from standard to exceptional.
- With over 30 years of expertise, our engineers are trained at Lucasfilm SkywalkerSound, THX, and Dolby Laboratories.
- They fine-tune the aviation cinema processors to deliver theatrical-grade audio in aircraft cabins.
- Recently, we made history by installing the world's first Dolby Atmos immersive audio system aboard a private VVIP Boeing aircraft.



- A cinema-grade audio processor, incorporating Dolby proprietary hardware and software technology
- Enables a distinct A/B audio experience improvement using existing aircraft audio infrastructure
- Capable of delivering of Dolby 5.1, 7.1 True HD, or even Dolby Atmos
- Qualified for aerospace installation; both the Dolby 5.1/7.1 and Dolby Atmos versions have passed DO-160 testing.



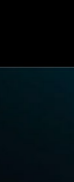
### Dolby cinema-grade audio in the cabin

The integration of a globally recognized pinnacle brand; the only of its kind in the industry.



### Minimal aircraft downtime

We utilize the existing IFE audio infrastructure, keeping the interior untouched and the upgrade accomplished in even the most aggressive schedule



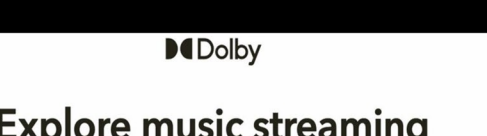
### A fraction of the cost

Cabin technology upgrades are discretionary investments; the SkyCinema solution offers an immediate A/B cabin audio improvement at less than 15% the cost of a full cabin audio replacement

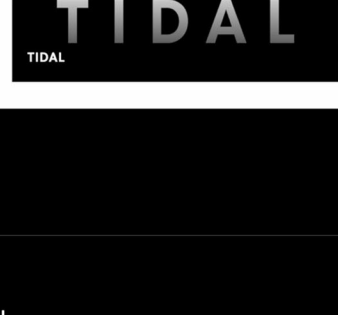
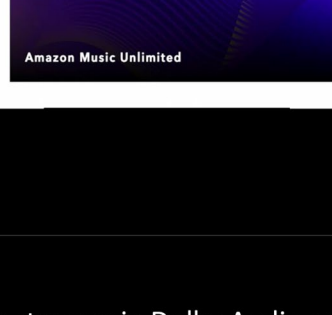
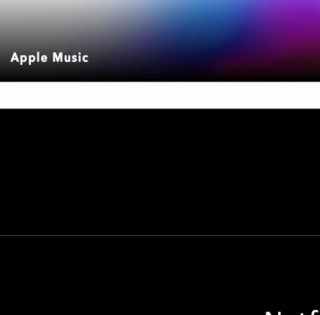
## Experience Dolby on the Apple TV app

Enjoy critically acclaimed Apple Originals\* in Dolby, only on Apple TV+. The Apple TV app also gives you access to the largest collection of movies in Dolby from major Hollywood studios.\*\* Watch it all in Dolby on your favorite device.†

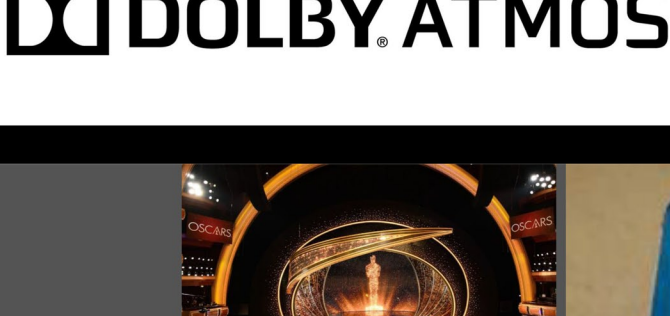
Thinking about an Apple TV on your Jet? decode Dolby with SkyCinema!



## Explore music streaming services



Netflix streams in Dolby Audio and Atmos via your on-board internet, SkyCinema decodes it to your speakers.



## Dolby is everywhere!

With SkyCinema and Dolby, your cabin system is now complete!

