



Contact: Bekah Sturm
Bekah@degonline.org

DEG HONORS INDUSTRY'S FINEST 4K UHD PRODUCT AND CONTENT AT CES 2019

*Leadership chooses Dolby Vision as new Emiel N. Petrone Innovation
in Entertainment Technology Award winner*

LAS VEGAS (Jan. 8, 2019) – DEG: The Digital Entertainment Group will use its annual reception at CES here on January 8 to showcase its Achievement Awards honoring the best 4K UHD hardware and software products released during calendar 2018. Dolby Vision will also be honored by DEG leadership with the DEG Emiel N. Petrone Innovation in Entertainment Technology Award.

DEG: Emiel N. Petrone Innovation in Entertainment Technology Award

In memory of DEG's founding Chairman Emiel N. Petrone, DEG recognizes a recent technology development that has created new opportunities for the home entertainment industry. The second DEG Emiel N. Petrone Innovation in Entertainment Technology Award winner is **Dolby Vision®**, Dolby Laboratories' industry-leading imaging innovation developed in collaboration with a wide range of studios, creatives, and post-production partners. With a focus on preserving artistic intent, Dolby Vision* transforms the entertainment experience with ultra-vivid picture quality-- including incredible brightness, contrast, color, and detail—and dynamic metadata. The result is a uniquely refined, lifelike image.

DEG: Excellence in 4K UHD Awards

Selected by a panel of product reviewers from the industry's home theater enthusiast and business publications, one hardware and one software product will be awarded with the top honors.

2001: A Space Odyssey 4K Ultra HD Blu-ray Disc, from Warner Bros. Home Entertainment, is recognized with the **DEG: Excellence in 4K UHD Content Award**. The criteria for the Content Award include demonstrated excellence in 4K image capturing/transferring; HDR encoding; wide color rendering; and immersive (object-based) audio.

The **DEG: Excellence in 4K Product Award** goes to **Sony Electronics** for its **Sony MASTER Series A9F OLED TV**. For the Product Award, criteria include delivery, on a consistent basis, of outstanding audio/video performance, convenience and versatility.

"DEG member companies move quickly to meet consumers' desire for more immersive home and mobile viewing experiences, and they regularly introduce consumers to new possibilities," said DEG President

& CEO Amy Jo Smith. "DEG is delighted to recognize Sony Electronics, Warner Bros. Home Entertainment and Dolby Laboratories as purveyors of best-in-class viewing experiences." #

**Dolby and Dolby Vision are registered trademarks of Dolby Laboratories, Inc.*

About DEG:

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

DEG membership is comprised of: BBC AMERICA, Beijing Cultural Industry & Finance Association, bitMAX, Cinedigm Entertainment, Cinelytic, Comcast Cable, comScore, DTS, Inc., Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, Ericsson, Eurofins Digital Media Services, Fandango, Giant Interactive, GfK Entertainment, GoChip, Google Play, The Great Courses, HBO Home Entertainment, IMAX, Intel, LG Electronics USA, Lionsgate, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, PBS Distribution, Philips Electronics, Pioneer Onkyo, Pixelogic, Premiere Digital, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, Sonopress, Sony DADC, Sony Electronics, Sony Music Entertainment, Symphony MediaAI, Technicolor, Thought Foundry, Twentieth Century Fox Home Entertainment, Universal Operations Group, Universal Pictures Home Entertainment, V2Solutions, Verizon Digital Media Services, Vubiquity, and Warner Bros. Home Entertainment.