



NEWS RELEASE

BAY AREA HOST COMMITTEE AND DOLBY PARTNER TO DELIVER IMMERSIVE FAN EXPERIENCES

2025-11-19

During the Week of Football's Biggest Game, Dolby will Showcase the Future of Live Sports and Real-time Streaming Powered by Dolby Vision, Dolby Atmos and Dolby OptiView

MOUNTAIN VIEW, Calif., Nov. 19, 2025 /PRNewswire/ -- The Bay Area Host Committee (BAHC) announced today a multi-faceted partnership with **Dolby**, a leader in immersive and real-time entertainment experiences, as an Official Signature Partner of the BAHC during Super Bowl LX and its weeklong festivities across the Bay Area in February 2026.

"The Bay Area is synonymous with innovation, creativity, and world-class experiences—values that are at the heart of our partnership with Dolby," said Zaileen Janmohamed, President & CEO of the Bay Area Host Committee.

"Together, we will set a new bar for how technology can enhance major sporting events, while also investing in the people and communities that make this region so special."

Dolby innovations are redefining the future of live sports and real-time fan experiences. Building on decades of leadership, Dolby will showcase how Dolby Vision®, Dolby Atmos®, and Dolby OptiView™—the company's new cloud video and streaming platform – are enabling immersive, real-time, and more interactive streaming experiences that increase audience engagement and bring viewers closer to the sports and entertainment they love. Dolby's suite of live sports innovations will power key events and community moments surrounding Super Bowl LX, highlighting how Dolby continues to raise the bar on quality, creativity, and connection in live entertainment.

"The Bay Area Host Committee is shining a light on the region as a global stage for innovation, emotion, and

connection," said Kevin Yeaman, President and CEO, Dolby Laboratories. "At Dolby, we're redefining how fans experience those moments through technologies that bring entertainment, culture, and community to life in new ways. By partnering with the Bay Area Host Committee, we're showcasing how Dolby's latest innovations open a new chapter for live and interactive streaming experiences right here in our own backyard, where innovation, creativity, and community intersect."

Through this partnership, Dolby will serve as Premier Partner of the BAHC Super Bowl LX Innovation Summit Presented by YouTube, a centerpiece of the week-long programming celebrating the Bay Area's spirit of creativity and technology. The Innovation Summit will feature immersive demonstrations, thought-leadership sessions, and interactive installations, showcasing how Dolby is helping shape the next generation of real-time and interactive experiences across sports and entertainment.

Dolby will also play a leading role as the Presenting Partner of the BAHC Kickoff Party held at Dolby's San Francisco headquarters on Thursday, February 5, 2026, where invite-only guests will enjoy firsthand exclusive demos and experiences powered by Dolby Vision, Dolby Atmos, and Dolby OptiView.

Throughout the week of the big game, fans and visitors will experience Dolby's signature blend of innovation, creativity, and community through immersive activations and events across the Bay Area. Partnering with Dolby Cares, these programs will spotlight the power of technology and community coming together to create opportunities and lasting impact. As part of the partnership, Dolby and the Bay Area Host Committee will also collaborate on a branded content series celebrating innovation and community in the region.

Together, Dolby and the Bay Area Host Committee will showcase how the intersection of innovation, creativity, and community defines both the Bay Area and the future of live entertainment.

About the Bay Area Host Committee

The **Bay Area Host Committee** (BAHC) is the region's first long-term sports entity, dedicated to uniting the Bay Area through sport by building pride, connecting communities, and reenergizing the region. As a nonprofit, BAHC partners with local teams, civic leaders, and businesses to bring world-class sporting events to the Bay Area—driving lasting economic, cultural, and social impact. BAHC is proud to have Boston Consulting Group (BCG), EA SPORTS, Kaiser Permanente, Genentech and other visionary organizations as founding partners, supporting its mission to bring communities together and create lasting legacies through world-class events and sports. For more information, visit www.bayareahostcommittee.com or email us at info@bayareahostcommittee.com.

About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) is a world leader in immersive entertainment. From movies and TV, to music, sports, gaming, and beyond, Dolby transforms the science of sight and sound into spectacular experiences for

billions of people worldwide across all their favorite devices. We partner with artists, storytellers, and the brands you love to transform entertainment and digital experiences through groundbreaking innovations like **Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby OptiView.**

Media Contacts

Dolby

Christina Stejskal

Christina.Stejskal@dolby.com

BAHC

Mitch Germann

mitch.germann@omc.com

View original content to download multimedia:<https://www.prnewswire.com/news-releases/bay-area-host-committee-and-dolby-partner-to-deliver-immersive-fan-experiences-302619723.html>

SOURCE Dolby Laboratories, Inc.