



NEWS RELEASE

Relive the Revolution in Dolby as Purple Rain Returns Exclusively to Dolby Cinema

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Celebrate Prince Again on the Big Screen in Dolby Vision and Dolby Atmos and Get Your Tickets Today

SAN FRANCISCO, Feb. 19, 2025 /PRNewswire/ -- **Purple Rain**, the legendary 1984 rock musical drama starring Prince in his film acting debut, will be brought back exclusively to Dolby Cinema. It will be screened at Dolby Cinema at AMC Theatres locations in the US and Dolby Cinema at ODEON locations in the UK for one night only on March 5. Fans will have the opportunity to fall in love with his royal badness all over again, while new generations can be introduced to his lasting influence in a stunning restoration that offers elevated visuals and transcendent audio. Tickets go on sale today.

"Purple Rain reimagined in Dolby Vision and Dolby Atmos for Dolby Cinema is a celebration of Prince's genius and enduring legacy," said Jed Harmsen, Head of Cinema and Group Entertainment at Dolby. "Devoted and new fans alike prepare to be exhilarated by an unforgettable and unparalleled performance from one of music's greatest of all time."

Every detail of the film – from the vibrant neon lights of First Avenue night club to The Kid's iconic guitar – come to life through the ultra-vivid visuals of Dolby Vision. All the while, each electrifying performance, from the heartbreaking beauty of "Purple Rain" to the exhilarating guitar riffs of "When Doves Cry," wash over the audience with pristine depth and clarity in Dolby Atmos. Combined, fans will feel as if they were transported back to 1984 to experience every beat of this captivating film like never before.

To reimagine Purple Rain for this new Dolby experience, the film was completely restored digitally from an 8K scan

of the 35mm Original Camera Negative (OCN) and the digitally restored picture was color graded specifically for Dolby Vision. The film's audio was also restored from the original Dolby Stereo tracks from over 40 years ago and, in conjunction with the 20th anniversary's 5.1 multi-channel mix master, used to complete a faithfully remastered Dolby Atmos audio presentation.

In addition to leading the film as The Kid, Prince also composed and produced the score and original songs. Purple Rain won the Academy Award® for Best Original Song Score (Prince) and the Grammy Award® for Best Album of Original Score Written for a Motion Picture or Television Special (Prince and the Revolution).

Moviegoers in the US can purchase tickets to see the film at Dolby Cinema at AMC locations by visiting <https://dolbylabs.co/PurpleRain>.

Moviegoers in the UK can purchase tickets at Dolby Cinema at ODEON locations by visiting <https://www.odeon.co.uk/experiences/dolby/>.

About Dolby Cinema

Dolby Cinema is the ultimate moviegoing experience, providing a Dolby-designed environment that showcases the best implementation of Dolby Vision and Dolby Atmos. With the combined awe-inspiring experience of Dolby Vision picture quality together with Dolby Atmos immersive sound, Dolby Cinema allows audiences to see, hear, and feel the film exactly as Prince and filmmaker Albert Magnoli intended.

About Dolby

Dolby Laboratories (NYSE: DLB) is based in San Francisco with offices around the globe. From movies and TV shows, to apps, music, sports, and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. We partner with artists, storytellers, developers, and businesses to revolutionize entertainment and communications with **Dolby Atmos**, **Dolby Vision**, **Dolby Cinema**, and **Dolby.io**.

About Warner Bros. Motion Picture Group

Warner Bros. Motion Picture Group is comprised of Warner Bros. Pictures, New Line Cinema and Warner Bros. Pictures Animation. Warner Bros. partners with the world's most inspiring storytellers to create extraordinary entertainment on every screen for the global audience. Warner Bros. Motion Picture Group has been at the forefront of the motion picture industry since its inception and continues to be a leading creative force, producing the broadest slate of films for worldwide theatrical release.

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