



NEWS RELEASE

# TCL Brings Dolby Atmos FlexConnect to 2025 QD-Mini LED TVs

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Dolby Atmos FlexConnect to power forthcoming wireless speaker through  
the company's premium TV lineup

SAN FRANCISCO, May 27, 2025 /PRNewswire/ -- Today, Dolby Laboratories, a leader in immersive entertainment experiences, and TCL, one of the world's best-selling TV brands, announced that support for Dolby Atmos FlexConnect is coming to TCL's 2025 QD-Mini LED TVs in its Precise Dimming Series, including the QM8K, QM7K, and QM6K. Dolby Atmos FlexConnect is a new feature that unlocks the ability to place speakers anywhere you choose, while optimizing the sound experience to fit any room layout or speaker configuration. It provides a customized Dolby Atmos experience where any seat will feel like the best seat in the house.

TCL will also introduce the Z100 smart, panoramic sound speaker, designed to pair with TCL's lineup of Dolby Atmos FlexConnect-enabled TVs. Starting this summer, customers can connect up to four Z100 speakers working alongside the TV speakers to create a tailored Dolby Atmos experience.

"The launch of Dolby Atmos FlexConnect across TCL's Precise Dimming Series marks a new chapter of personalized home audio experiences," said John Couling, Senior Vice President of Entertainment at Dolby Laboratories. "With Dolby Atmos FlexConnect, consumers can unlock even more flexibility and adaptability in how they design their home entertainment systems, while removing the stress of whether their speakers are in the right location to get an incredible Dolby Atmos experience."

"TCL and Dolby share a long history of redefining home entertainment – TCL's entire 2025 4K TV lineup sport Dolby Vision and Dolby Atmos, all of our full feature sound bars use Dolby Atmos, and soon we'll have Dolby Atmos

FlexConnect," said Chris Hamdorf, Executive Vice President at TCL North America. "Dolby Atmos FlexConnect empowers customers to enjoy a premium immersive audio experience that's tailored to their unique preferences and spaces."

Consumers seek the best audio from their sound systems, but room constraints often make optimal speaker placement a challenge. Whether due to room size, outlet locations, or balancing sound performance with aesthetics, positioning speakers can be frustrating. Dolby Atmos FlexConnect unlocks the freedom to place one or more wireless speakers anywhere in a room without having to worry whether they are placed perfectly. The solution is easily adaptable as more devices are added no matter where they are placed, intelligently optimizing the Dolby Atmos rendering of each speaker and the TV to create the best possible experience available that's tailored to the room.

The launch of Dolby Atmos FlexConnect in the United States follows the explosive growth of Dolby Atmos content around the globe, which is the leading and only immersive audio experience spanning all your favorite entertainment – from film to streaming, music, sports, gaming, and beyond.

- Movies: 98 of the top 100 box office titles from the past five years were in Dolby Atmos with all major Hollywood studios releasing their latest films in Dolby Atmos for both theatrical and home distribution.
- Streaming: Dolby Atmos is supported across the major global streamers, including 100+ streaming and PayTV services worldwide, which continue to release their most watched movies and shows in Dolby Atmos.
- Music: 93% of Billboard's 2024 Year End Top 100 Artists have released music in Dolby Atmos with all three major record labels and thousands of independent artists delivering tracks to 20+ enabled music streaming services worldwide.
- Sports: Fans can watch sports weekly in Dolby Atmos, including the most watched games of the year like the Big Game.
- Gaming: Gamers can enjoy their favorite games in Dolby Atmos, across two of the world's most popular game consoles.

### About Dolby

**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**.

### About TCL

TCL Electronics specializes in the research, development and manufacturing of consumer electronics including TVs,

mobile phones, audio devices, smart home products and appliances. Combining thoughtful design and innovative technology to inspire greatness, our lineup delivers must-have features and meaningful experiences. As one of the world's largest consumer electronics brands, our vertically integrated supply chain, and state-of-the-art display panel factory help TCL deliver innovation for all. For additional product information, please visit **www.tcl.com** for the full portfolio.

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