

Dolby Improves Blu-Ray Audio

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Dolby promises Blu-ray media with even better sound-- Dolby Media Producer now offers TrueHD surround sound with "advanced 96k upsampling."



In other words producers can squeeze even more clarity and depth out of 48kHz audio, with encoding that eliminates "unwanted digital artifacts" that cause edginess or harshness to audio.

"A significant amount of Hollywood content has been captured in native 48 kHz," Dolby explains.

Thus customers should be able to take even more advantage of their audio systems, with improved playback performance of lossless audio.

A number of authoring houses (including Technicolor) already have 96k upsampling upgrades-- meaning future Blu-rays should have even better sound soon enough.

Go [Elevating the Performance of Lossless Audio in the Home Theater \(Dolby\)](#)

Watch [96k Upsampling Used in the San Francisco Symphony at 100 Blu-Ray Disc Release](#)