

Dolby Syndicated Content Implementation Guide

Guidelines for implementing Dolby syndicated content on your website

Overview



To help you promote Dolby Volume, we have prepared a Flash experience detailing the key benefits of Dolby Volume. This syndicated content is hosted on Dolby web servers and requires the addition of script tags on your site. To preview this Flash experience, visit <http://www.dolby.com/dolby-volume/demo-screen-1/par-sherwood/lang-en.html>.



Presentation Options

We have made the Dolby Volume logo and link text available that can link to this syndicated content.

1. The logo in GIF format is available for download here: http://www.dolby.com/uploadedImages/zz-Shared_Assets/Technologies_Logos/Dolby_Volume.gif
2. The “Call to action” text placed under the image is: Learn More

There are three approaches to present this syndicated content to your website visitors once they click on either the logo or the link text.

1. **New page:** the Flash is placed in a new page, centered, on your site that contains no other content besides your web site’s wrapper (header and footer)
2. **Modal window:** the Flash launches in a DHTML modal overlay window over the existing page
3. **Popup window:** although this method can be vulnerable to popup blockers, the Flash can be served in a popup window designed to accommodate a 670px wide by 404px high asset

Implementation Guidelines

1. If inline HTML layout is being used, the Dolby iFrame will be placed where this code resides in the HTML document. If the layout is defined by CSS, this code may be placed within a DIV tag for CSS placement.
2. If you require that JavaScript include statements reside in the header, the inline script code may be separated from the include statement. However, the include must be placed above the inline code.
3. Do not change the height and width attributes. These parameters will not resize the Flash component, only the iFrame, resulting in hidden content.

Code

```
<script type="text/javascript" src="http://www.dolby.com/js/DolbySyndicatedContent.js"></script>
<script>
    dolbyjsc.setWidth(670);
    dolbyjsc.setHeight(404);
    dolbyjsc.setFilename("/dolby-volume/demo-screen-1/par-sherwood/lang-en.html");
    dolbyjsc.generateIFrame();
</script>
```

Questions

If you have any questions regarding implementation, please contact Jeff Shih at jshih@dolby.com, or at 415.558.0273.