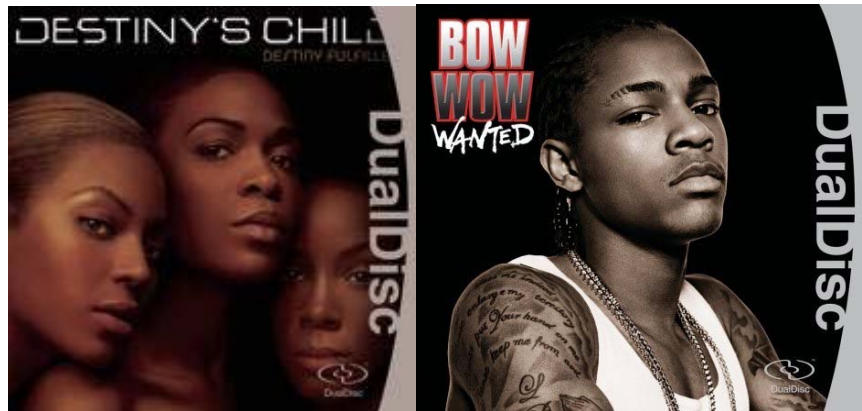


## 2005 Surround Sound Conference

### What does Enhanced PCM Stereo mean on the DVD side of DualDisc?



The answer to the question above is nothing. I attended the 2005 Surround Sound Conference at the Beverly Hills Hilton with a pretty straightforward objective. I had been to previous music DVD and DVD Industry conferences as well as the 2005 Fall Digital Hollywood, where major record label reps told me that on the new DualDisc format the music on the CD side had to be recorded in surround sound on the DVD side to officially call DVD/CD a NARM approved DualDisc. Well that is not true at all because labels like Sony and Virgin are dropping Destiny Child and Bow Wow DualDiscs with a DVD side that includes all the CD side music mixed over in enhanced PCM stereo. But the problem is that there is no such thing as enhanced PCM stereo. It is just a made up marketing term that major record labels are using nowadays to promote the new DualDisc format. Surround sound experts from Dolby, Genelec and Scott Esterson of DTS confirmed that on the spot. They had never heard of enhanced PCM stereo and were sure that it did not exist--and more importantly could not be reproduced or made.

When I attend the 2005 Music DVD Conference, the 2005 Fall Digital Hollywood conference or the 2005 Electronics Media Expo I was repeatedly told by record executives and major DualDisc makers like 5.1 Entertainment that what made a DualDisc actually be labeled a DualDisc was the fact that the music on the CD side would be made into DVD audio or surround sound on the DVD side. Well that is sure not happening with "enhanced PCM stereo" DualDiscs. I went to the Genelec surround sound speaker demo room and threw in my Destiny Child DualDisc. Genelec tech immediately told me that the music on the DVD DualDisc was not playing in stereo or surround sound. This is a disturbing discovery because consumers are willing and waiting to buy more DualDiscs if the DualDiscs actually deliver true 5.1 surround sound on the DVD side. Record labels have to do more than take the same audio PCM audio on the CD side and stick on the DVD side and then make up a useless and misleading marketing term like "enhanced PCM stereo". The day will come that all DualDiscs will have true DVD surround audio, but right now that day is not today. Consumers must be aware of false stereo and false surround sound claims regarding DualDiscs, before assuming they are true.