



Dolby Showcase at
IAA MOBILITY 2025 in Munich

Amazon Music

Dolby House, Maxburgstraße 4, Munich



Showcasing Amazon Music and Audible across the Dolby Atmos ecosystem: mobile devices, living rooms, and Audi vehicle.

Arkamys

Messe München, Hall A2.B30



Arkamys' Premium Audio offer with Dolby Atmos experience - tailored to each vehicle's unique acoustics, leveraging existing elements of the car (HU, amplifier, speakers etc.) with Arkamys expertise for truly premium sound experience.

Audi

Dolby House, Maxburgstraße 4, Munich



Audi RSQ8 with Dolby Atmos Music experience at Dolby House.

banbutsu

Messe München, Hall B1.A12



Integrated into banbutsu Studio, Dolby Atmos enables the creation of immersive in-car soundscapes that transform every journey into a branded audio experience.

Cinemo

Messe München, Novotel



Experience immersive, spatial audio with CARS Premium Audio featuring Dolby Atmos—paired with interactive stories from EarReality that turn every ride into a cinematic, voice-controlled adventure.



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Dirac

msm-studios, Theresienstraße 27, Munich



Hosted in partnership with msm-studios, Streamsoft Europe, PIEGA, Grewus, BdSound, and Sonified by Trèves, the event offers a unique opportunity to connect with industry leaders, explore new technologies, and experience firsthand how software-defined innovation is reshaping the future of automotive audio.

holoride

Dolby House, Maxburgstraße 4, Munich



Demo vehicle with holoride geospatial demo featuring Dolby Atmos Music.

Hyundai Mobis

Messe München, Hall B2.C1



KIA EV6 with full Dolby Atmos playback inside the vehicle using curated Atmos music tracks and film excerpts. Dynamic object movement to illustrate precise sound localization above, around, and in front of the listener. Integration with MOBIS 3D Surround Upmixer, showing how stereo content is expanded into an immersive stage. Combination with Flexound 4D seat exciters, allowing the listener to not only hear but feel the audio.

Mercedes-Benz

Messe München, Hall B3.C10 | Open Space, Residenzhöfe RA640, RA650



Mercedes-Benz has rolled out Dolby Atmos across their entire line-up. At IAA 2025, visitors can experience Dolby Atmos live in various models.



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Polestar

Messe München, Hall B2.C10



Immersive Dolby Atmos experience in Polestar 3.

Porsche

Messe München, Hall B1.D10 | Open Space, Wittelsbacherplatz, WB200



At their booth, Porsche is showcasing the 911, Cayenne, and Taycan, all equipped with Dolby Atmos® capability and Bose® or Burmester® sound systems. Through the Porsche App Center, apps such as the Dolby Experience app and Audible can be downloaded, both offering content that supports Dolby Atmos. More Dolby Atmos-enabled apps will follow in the future.*

*The offered apps and content are the responsibility of the third-party service provider and may vary by region. Porsche is not the provider of these apps.

PSS

Open Space, Königsplatz, KP160



Dolby Atmos for Cars demo.

Sennheiser Mobility

PHAROS Studio, Türkenstrasse 89, Munich



Immersive Audio demo in studio and Dolby Atmos demos in the R&D Car.

Volvo

Messe München, Halle B1.C12 | Open Space, Ludwigstraße LS460



EX90 and ES90 with Dolby Atmos.