



FOR IMMEDIATE RELEASE:

GDC Technology elevates cinema to a world beyond imagination

CineAsia delegates will be among the first to see and hear the GDC Cinema Lobby Experience, plus other innovations, which will elevate the cinema of the future

HONG KONG, December 6th, 2016 -- GDC Technology Limited, a leading global provider of digital cinema solutions, is showcasing its futuristic immersive lobby experience on the tradeshow floor (GDC booth #311) at CineAsia 2016, held in the Hong Kong Convention and Exhibition Centre (HKCEC) from December 6 to 8. The ultramodern **GDC Cinema Lobby Experience** comprises a DTS:X Pod to demonstrate immersive sound using headphones and an out-of-the-world **GDC Virtual Reality Ride featuring DTS:X immersive audio and Sweetech motion technology**. The delegates attending CineAsia will be able to see, hear and experience live demonstrations that combine realistic motion ride, stunning VR and DTS:X, immersive audio beyond comparison.

"The GDC Cinema Lobby Experience reinforces our mission to provide the latest cutting-edge technology to cinemas worldwide, now extending outside the auditorium and into the lobby," said Dr. Man-Nang Chong, founder and CEO of GDC Technology Limited. "It is a true mark of progress for GDC and has proved once again that GDC is about growing for, and with, the cinema industry."

In addition to the GDC Cinema Lobby Experience zone, the newly released, award-winning **GDC Immersive Sound Solution** (GDC SX-4000 Standalone IMB[®] and XSP-1000 cinema processor) undoubtedly is what will be the main driver of attention and interest among delegates. The **TMS-2000 Theatre Management System** (TMS-2000), which offers over 50 new features and improvements, will be demonstrated alongside the **NOC2.0**, a comprehensive remote management solution for digital multiplexes.

Find out more

Visit the GDC booth (#311) at CineAsia 2016 from December 6th to 8th to learn more about the potential of virtual reality, along with the features and benefits of the GDC Immersive Sound Solution and other improved GDC digital cinema products, such as the TMS-2000 and the Library Management solution built with GDC CLA-2000 and Enterprise Storage Plus.

Meet and greet GDC Technology and DTS, Inc.

CineAsia delegates and guests are invited to meet and greet GDC and DTS, Inc., the official corporate sponsors of CineAsia, on the tradeshow floor. In addition, GDC Technology will receive the first-ever **CineAsia Technology Innovator of the Year Award** during the closing awards ceremony on Thursday, December 8th at 1:00 pm in the Grand Ballroom of the Grand Hyatt Hong Kong.





About GDC Technology Limited (www.gdc-tech.com)

GDC Technology Limited ('GDC') is a leading digital cinema solutions provider. GDC develops, manufactures and sells media servers, content storage systems, theatre management systems and network operations center software for the global cinema industry. GDC is a licensee of the DTS:X object-based immersive sound technology from DTS, Inc. for the development of its media servers. In addition, GDC also provides a suite of digital cinema products and services, including integrated projection systems, 3D products, projector lamps and silver screens. GDC Digital Cinema Network Limited, a GDC subsidiary, manages VPF for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide. For more information, please visit www.gdc-tech.com

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