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## **GDC Unveils Visionary Cinematic Experience to Rave Reviews**

**Delegates attending CineAsia amazed by the first-ever demonstration of combining 3D playback in high frame rate and immersive DTS:X sound**

HONG KONG, December 13, 2016 – GDC Technology Limited, a leading global provider of digital cinema solutions, presented a pioneering cinematic experience at CineAsia 2016 on December 7 and 8 at the PALACE ifc, Hong Kong. During the events, GDC Technology demonstrated the unprecedented combination of 3D high frame rate footage mixed with DTS:X audio format, raising the bar for the future of cinema.

“Our commitment to being first-to-market with innovative cinema solutions has always been a point of pride for the company,” said Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited. “Since its founding, GDC Technology has established a proven track record of advancing the cinema experience with revolutionising content delivery, theatre management solutions, and electronic delivery systems, among others. More recently, GDC Technology launched its Immersive Sound Solution featuring DTS:X to wide acceptance, installing the enhanced audio experience at over 200 screens with over 200 more in the pipeline.”

To enrich the cinematic experience even further, GDC Technology showcased the industry’s first-ever combination of DTS:X audio with 3D footage in ultra-high frame rate. During the sessions, footage from Hollywood blockbusters with DTS:X audio was demonstrated using the GDC Immersive Sound Solution. In addition, 3D footage in 120 frames per second (fps) or 60 fps per eye with DTS:X soundtrack from Ang Lee’s latest release, *Billy Lynn’s Long Halftime Walk* demonstrated how technology can transform cinema to bring a truly realistic and immersive experience to moviegoers across the world.

GDC high frame rate solution technology exceeds Digital Cinema Initiatives, LLC (DCI) specifications, and supports screenings as high as 3D-120 fps per eye (240 fps). With the announcements made by renowned filmmakers who prefer to deliver their creative intent with high frame rates, GDC Technology proved its advanced yet accessible high frame rate solution will soon become a game changer, leading the industry in realizing the future of cinematic experience.

### **About GDC Technology Limited ([www.gdc-tech.com](http://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](http://www.gdc-tech.com).

### **Trademarks**

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