



**FOR IMMEDIATE RELEASE:**

## **B&B Theatres Partner with GDC Technology to Make Sound Investment in Future**

**Seventh largest U.S. motion picture exhibition company to install future-proof audio technologies at 15 screens for audiences to experience movies in realistic, rich immersive DTS:X sound powered by GDC server.**

**LAKE GENEVA, Wis., September 12, 2017** -- GDC Technology Limited, a world-leading digital cinema solutions provider, announced today at the 2017 Geneva Convention that [B&B Theatres](#), one of the most innovative theatre circuits in the nation, has signed an agreement to install [DTS:X](#)<sup>®</sup> immersive audio technology, powered by the GDC Immersive Sound Solution at six locations this year and six in 2018, with the remaining locations to be rolled out in late 2018/early 2019. As a licensee of the DTS:X object-based immersive sound technology for the development of GDC immersive sound media servers, [GDC Technology](#) will be leading the effort to enhance the experience for B&B Theatres.

With this agreement, B&B Theatres will become the largest U.S. movie theatre circuit to exhibit content released with a DTS:X soundtrack. DTS:X replicates a real-world sound environment and transports the audience into a new dimension of sound immersion by moving sound objects to and through specific locations - in front of, behind, above and beside the audience - precisely where the creator intended.

The inherent flexibility of DTS:X provides B&B Theatres with the ability to offer their guests a compelling immersive experience, regardless of size or configuration of the auditorium. The agreement covers both new construction and auditorium remodels. Combined with the GDC Immersive Sound Solution and DTS:X technology, B&B Theatres will be better equipped to stay ahead of home entertainment and other devices for consumers to watch content on the big screen.

“We have always been at the forefront when it comes to improving the moviegoing experience,” said Bob Bagby, president and CEO of B&B Theatres. “Throughout our 93-year history, we have stayed fully committed to offering guests the latest amenities and most advanced technologies. We have always paid particularly close attention to the latest innovations to improve the presentation quality. When GDC demonstrated the affordability, flexibility and amazing sound, it was an easy decision to select DTS:X as our premium sound technology for the entire circuit.”

According to Annie Wang, executive vice president for GDC Technology, “DTS:X offers B&B Theatres an affordable solution for not only their premium Grand Screen, but also any size auditorium. The digital cinema revolution raises the quality and consistency of audio in cinemas around the world, providing an audio experience beyond what is possible via home theater installations and mobile devices. We congratulate B&B Theatres for its vision to provide their guests with an entirely new sound experience like no other, setting them apart from competitors.”

For more information about the latest GDC products and services, visit us at the 2017 Geneva Convention from September 12 to 14 or our [website](#).





### **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 VPFs for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide.

### **About B&B Theatres ([www.bbtheatres.com](http://www.bbtheatres.com))**

#### **Company History**

B&B Theatres has been family owned and operated since 1924 when Elmer Bills Sr. opened a movie house in Salisbury, Missouri where the future Mrs. Bills played the piano for silent movies. During the company's 93 years, and four generations of family involvement, it has seen the coming of sound, color, Technicolor, stadium seating, multiplexes, digital cinema, recliners, MX4D®, screenPLAY!, (PLF) B&B Grand Screens®, Dine-In Marquee Suites® and now immersive sound with DTS:X®.

#### **Current Operations**

B&B Theatres is the seventh largest theatre chain in North America and operates approximately 400 screens at 50 locations in Florida, Kansas, Missouri, Mississippi, Oklahoma and Texas. B&B is currently remodeling the Sapulpa Cinema 8 in Sapulpa, OK, The Lee's Summit 16 in Lee's Summit, MO and also has four new construction projects underway in Lee's Summit (New Longview) MO, Liberty, MO, Ankeny, IA and Topeka, KS. Contact-Brock Bagby, vice president of programming and business development: 816-407-7469.

### **About DTS, Inc. ([www.dts.com](http://www.dts.com))**

Since 1993, DTS, a wholly owned subsidiary of Xperi Corporation (Nasdaq: XPER), has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema, automotive and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. DTS technology is integrated in more than two billion devices globally, and the world's leading video and music streaming services are increasingly choosing DTS to deliver premium sound to their listeners' network-connected devices. For more information, please visit [www.dts.com](http://www.dts.com).

#### **Trademarks**

DTS and DTS:X are registered trademarks of DTS, Inc. All other trademarks are the property of their respective owners.

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