



**FOR IMMEDIATE RELEASE:**

## **GDC Technology goes way beyond the expected at CinemaCon**

*GDC Launches JETREEL Cinema with 8K Screen Technology; Introduces Cost-Effective 6<sup>th</sup> Generation Integrated Media Block, Intelligent SmartCinema™ Platform, NOC 2.0 Software, and Integration of Harman JBL Audio Products*

**LAS VEGAS, March 29, 2017** -- GDC Technology Limited, a leading global provider of solutions for the cinema industry, today announced its new brand JETREEL as well as three additional products for the cinema industry during CinemaCon 2017.

**JETREEL™ Cinema**, a branded ultra-premium large format cinema experience featuring **8K screen technology** that combines unprecedented image quality with brightness 10 times the industry standard, near infinite contrast ratio, enhance color gamut, immersive sound technology and distinctive interior design features and luxury reclining chair to captivate moviegoers from the moment they enter to when they exit the luxurious auditorium.

"With its exceptionally high contrast, the audience will be drawn into the character's point-of-view with vivid details in 8K that is more immersive than any entertainment experience," said Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited. "JETREEL Cinema is a luxurious guest experience that reinvents moviegoing for audiences and making for filmmakers."

**SR-1000 integrated media block**, new 6<sup>th</sup> generation D-Cinema media server designed for near-zero maintenance need and minimal total cost of ownership.

### **Key features and benefits:**

- Built with Embedded Power Electronics Used in Medical and Military Products
- Designed and Built with Cache Memory to Playback Content Without HDD Storage
- Designed to integrate Harman JBL audio products, including high-performance cinema processor

**NOC 2.0 software**, whether operating an in-house maintenance organization or interfacing with a third party network operation center, GDC's NOC 2.0 software puts the health of booth equipment in the exhibitor's hand.

### **Key features and benefits:**

- Remotely monitor real-time equipment health, temperature and lamp life.
- Mobile notifications when issue arises.
- Create and track service tickets and compliance with service level agreements.





**SmartCinema™ software**, a control room for entire cinema that protects equipment, monitors the environment and helps operating efficiency. Think of it as smart home automation but designed specifically for the cinema industry.

#### Key features and benefits:

- Security: Real-time remote monitoring and control of the entire site's physical security via CCTV cameras, smart locks, and open/closed sensors.
- Environment: Real-time remote monitoring of humidity, temperature, smoke and water-leak detection. Temperature can be remotely adjusted to ensure a comfortable movie-viewing experience
- Energy: Real-time remote monitoring of the quality of the power supply, energy consumption, and equipment on/off status to decrease waste in utility expenses.
- Admissions Audit: Count the number of patrons entering and exiting the auditorium and audit against ticket sales for each show time.

In addition to its newly released product lines, CinemaCon delegates will be able to experience first-hand the latest **TMS-2000 Theatre Management Software** (TMS-2000) offering new features and improvements to boost productivity. In addition, the **GDC SX-4000 Standalone IMB** and **XSP-1000 Cinema Processor** (GDC Immersive Sound Solution) comprised of a future-proof IMB with real-time DTS:X® decoding and an advanced cinema processor will be featured.

#### Find out more

Visit the GDC booth (#2111A) at CinemaCon 2017 in the Augustus Ballroom from March 29 to 30 to learn more about the features and benefits of other improved GDC digital cinema products, such as the TMS-2000 and Library Management solution built with GDC CLA-2000 and Enterprise Storage Plus.

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

GDC Technology Limited is a digital cinema solutions provider. GDC Technology develops, manufactures and sells digital cinema servers, content storage systems, theatre management systems and network operations center software for digital cinema. In addition, GDC Technology is the appointed worldwide certification services agent, with exclusivity in Asia to certify DTS:X immersive sound auditoriums for DTS, Inc. GDC Technology also provides a suite of digital cinema products and services, including integrated projection systems, 3D products, projector lamps and silver screens. GDC Technology's subsidiary, GDC Digital Cinema Network Limited, manages VPF for approximately 5,000 theatre screens and 250 motion picture distributors worldwide.

#### Trademarks

DTS:X® is a registered trademark of DTS, Inc. All other trademarks remain the property of their respective owners.

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Photo: [GDC SR-1000 standalone IMB](#)





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