



FOR IMMEDIATE RELEASE:

GDC Immersive Sound Solution Expanding Rapidly in 2018

GDC Immersive Sound Solution expands to over 850 screens with over 170 film titles globally

MUMBAI, August 28-29, 2018 - GDC Technology Limited, a leading global provider of digital cinema solutions, announced today at Big Cine Expo 2018 that cinema owners' adoption of its innovative SX-4000 immersive sound media server with a built-in DTS:X™ decoder, and the XSP-1000 cinema processor (GDC Immersive Sound Solution), is rapidly expanding in theatres around the world. The [GDC Immersive Sound Solution](#) has been installed, or committed to installing, in more than 850 screens. With over 170 movies being released worldwide in DTS:X format in 2018, a host of new cinema owners are installing the GDC Immersive Sound Solution. In India, major cinema chains and Hollywood studios are actively promoting movies in DTS:X through various social media and promotional channels.

Within the Asia-Pacific region, China had the highest growth rate of DTS:X installations in the first quarter of 2018. The top 10 leading cinema chains in China are now equipped to deliver a differentiated sound experience to their audiences. In addition, the leading cinema chains in Hong Kong, Japan, Malaysia, Taiwan and Myanmar are continuing to expand their DTS:X footprint with new circuits committed to installing DTS:X in the coming months. In India, the DTS:X footprint presented *Jurassic World*, *Skyscraper*, *Mission: Impossible Fallout* and *The Meg* in DTS:X audio format to rave audience reviews. Recognizing the importance of bringing the best possible experience to the Indian cinema market, Hollywood studios are now releasing content in the DTS:X format in India.

In North America, theatres operated by the top 20 circuits are realizing the benefits and Classic Cinemas is expanding its immersive audio technology strategy throughout the circuit with the GDC Immersive Sound Solution. In Mexico, the leading circuits have recently installed the GDC Immersive Sound Solution. In Europe, one of the leading circuits is continuing to expand its immersive sound strategy with DTS:X.

DTS:X technology was created to take audiences into a new dimension of sound immersion. The technology transports sound objects to and through specific locations: in front of, behind, above, and next to where the audience is sitting – exactly where the creator intended. The innate flexibility of DTS:X gives cinema operators the opportunity to offer their audiences a compelling immersive experience by faithfully recreating the way sound behaves in the real world.

Since its debut in July 2015, DTS:X has enjoyed worldwide adoption by major Hollywood motion picture studios, cinema owners and mixing stages. Today, more than 170 theatrical titles have been released and exhibited with a DTS:X soundtrack and more than 60 world-class mixing stages in 17 countries have installed DTS:X production tools. As a worldwide DTS:X licensee, GDC Technology leads the effort to enhance cinematic sound around the globe.

“When it comes to providing solutions for exhibition, GDC has always strived to offer the best-in-class products. With the rapid adoption of the GDC Immersive Sound Solution by leading exhibitors worldwide, it's evident we delivered the right product at the right value proposition. Along with the expansion of screens by current customers, it's exciting to see new exhibitors installing our cost-effective solution featuring DTS:X,” said Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited.

Find out more

Visit us at booth #202A of Big Cine Expo 2018, at Sahara Star Mumbai, from Aug 28 to 29. In addition to learning more about the GDC Immersive Sound Solution, you can discover more about our newest innovative solutions including:



Powering your digital cinema experience

www.gdc-tech.com

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- **Cinema Automation CA2.0**, the game-changing integrated solution that leverages machine intelligence in digital cinema management
- **SR-1000 Standalone IMB®**, our sixth-generation digital cinema media server featuring CineCache™ (built-in cache memory)

About GDC Technology Limited

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. Since 2009, GDC Digital Cinema Network Limited, a GDC subsidiary, has managed VPFs 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

About DTS, Inc.

Since 1993, DTS, a wholly owned subsidiary of Xperi Corporation, 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.

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