



Introducing GoGoCinema – A Game Changer to Increase Theatre Admissions

GoGoCinema utilizes GDC’s Cinema Automation CA2.0 technology to launch user-friendly and socially driven interface for consumers to go see a movie of their choice, when they want and where they want

LAS VEGAS, April 26, 2018 -- GDC Technology Limited, a leading global provider of digital cinema solutions, announced today at CinemaCon 2018 the formation of GoGoCinema™, the company’s first-ever venture into the consumer marketplace. GoGoCinema is the brainchild of Dr. Man-Nang Chong, founder and CEO of GDC Technology Limited. Dr. Chong, an avid moviegoer, first envisioned GoGoCinema in 2012. The concept looked like a great idea on paper, but the technology did not exist to address the supply and demand challenges facing the theatrical distribution and exhibition industry. Utilizing its nearly 20 years of experience, GDC finally was able to bring the concept to life when they developed and launched Cinema Automation CA2.0 (CA2.0), a game-changing, disruptive technology in 2017. Given CA2.0 helped solve the technical issues by providing comprehensive automated management of content storage and playback, show scheduling, the timing was right to form GoGoCinema, a platform to support crowd-sourced screenings where movie lovers can choose from a library of 1,000 movies or more, and decide when and where they would like to watch their chosen movies.

Benefits of GoGoCinema

- **For consumers:** The GoGoCinema platform allows moviegoers to select the movie, the cinema and the time of their choice. Moviegoers can select the movie by accessing a user-friendly and socially driven interface. The GDC CA2.0 solution has the capability of offering moviegoers a wider selection of content than any other platform.
- **For exhibitors and content distributors:** GoGoCinema is unique in its ability to help generate revenue at every stage of a movie title’s life cycle. Furthermore, the entire backend architecture is automated ensuring minimal or no human intervention. The GoGoCinema platform is designed to generate hugely untapped revenues for all stakeholders in theatrical exhibition and distribution.

“I am most passionate about seeing a movie on the big screen at a cinema, said Dr. Man-Nang Chong, founder and CEO of GDC Technology Limited. GoGoCinema is designed for the true movie lovers in the world with the same passion; it facilitates moviegoers to see movie of their choice in a big screen, at their preferred time and venue. GoGoCinema company is hiring for thinking-outside-the-box officers to help build a healthier and financially rewarding cinemas worldwide. Send me your resume.”





The GoGoCinema platform is launched at CinemaCon 2018 and it is getting ready to launch its service for theatres installed with Cinema Automation CA2.0 at a number of sites in various countries over the course in Q3 2018.

About Cinema Automation CA2.0 (CA2.0)

CA2.0 is truly a game-changer in that it is the world's first solution for cinemas that is capable of playback of 1,000+ movies to each and every auditorium in a cinema multiplex from a centralized server, greatly increasing programming flexibility and eliminating the need for local storage at each auditorium.

CA2.0 automates the complex procedure of manually preparing or editing show-playlists that include pre-show screen advertisements and trailers. CA2.0 also intelligently manages equipment power supplies and assures screening quality automatically. CA2.0's sophisticated fail-safe design ensures that every screening continues undisturbed in the highly unlikely event of a network or central server failure.

Live demonstrations of a fully automated 14-screen megaplex will be staged at the GDC futuristic booth from April 24 to 26 to showcase this unparalleled milestone in cinema technology. The business model of GogoCinema is also presented at GDC Booth #2103A at CinemaCon 2018.

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

Trademarks

GoGoCinema is a trademark of GDC Technology Limited. All other trademarks are property of their respective owners.

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