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## **GDC TECHNOLOGY FIRST TO DELIVER COLUMBIA PICTURES' MONSTER HOUSE IN DIGITAL 3-D IN ASIA**

Seoul, SOUTH KOREA (Aug 10, 2006) – GDC Technology, the leading provider of digital cinema solutions is proud to be the first to deliver Columbia Pictures' MONSTER HOUSE in 3-D on its flagship SA1000 DSR™ Digital Film Server in Asia. MONSTER HOUSE is the first digital 3-D release in Korea. The movie is presented in REAL D, the Premiere Digital 3-D Experience™, exclusively at 11 digital cinema theatres of Lotte Cinemas all across Korea. Lotte Cinemas owns more than 1600 screens throughout Korea and is the country's second largest exhibitor.

Lotte Cinemas selected GDC Technology's servers which have been installed earlier for digital releases. In less than a week, 11 SA1000 servers at the various Lotte Cinemas' theatres across Korea were upgraded to enable the 3-D presentation, in time for the same-day opening of MONSTER HOUSE nationwide, on 10<sup>th</sup> August 2006. "We are thrilled to be screening the highly anticipated animated feature in 3-D and we are very pleased that our GDC servers could be so quickly upgraded to deliver the 3-D experience to our audiences", says S.K. Lee, Executive Director of Lotte Cinema.

GDC Technology's servers enable the two separate source images to be frame-accurate and synchronously played back on a single server via the dual HD-SDI link. Besides being the same one-box server that can be upgraded to enable 3-D playback, the SA1000 DSR™ Digital Film Server is a hybrid server which comes with the option to support real-time streaming of SDTV and HDTV broadcasting of "live" events. The versatility of having one server playing D-Cinema contents, live-events, advertising, 3-D and alternative contents is probably the reason why the SA1000 DSR™ Digital Film Server is the most widely deployed D-Cinema server in Asia.

3-D definitely enhances the appeal of a feature film as evident from the strong box office takings of the recent 3-D releases. Digital 3-D provides a superior movie experience with a presentation that is far better compared to that of traditional 3-D on film. "Audiences want more than just great content from their local multiplex – they want new and exciting entertainment experiences" says Joseph Peixoto, President of Worldwide Cinema, REAL D, "We look forward to working with GDC Technology as we continue to rollout REAL D Digital 3-D Cinema globally."

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**About GDC Technology Private Limited**

GDC Technology Private Limited is a Singapore incorporated company. It is a subsidiary of the Hong Kong public listed Company - Global Digital Creations Holdings Limited. GDC Technology pioneers digital post-production, delivery and presentation technologies. Known for its commitment to innovative engineering work, quality products and state-of-the-art technology, GDC Technology offers solutions on film transfer, post-production, delivery and presentation of digital content.

GDC Technology has successfully delivered and installed close to 600 digital/electronic cinema theatres in Africa, Europe, Hong Kong, India, Korea, Singapore, Taiwan, Thailand and US. More than 250 full-length feature films have been released digitally on GDC Technology servers. GDC Technology installed the world's first 2K digital cinema multiplexes with DSR™ Cineplex Central Server in Singapore; each digital cinema multiplex has an average of five 2K digital cinema screens where digital content is streamed real-time from DSR™ Cineplex Central Server. For more information on GDC Technology, visit [www.gdc-tech.com](http://www.gdc-tech.com).

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