

Hong Kong, China (December 8, 2003)

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## **Leading Hong Kong Producer Makes History by Releasing First Hong Kong Blockbuster in Digital Cinema Format.**

HONG KONG, 8 December 2003 Media Asia, the producer of *Infernal Affairs* - a multiple record-holder in the Hong Kong film history -- makes another historical move to release *Infernal Affairs III* in digital format -- a move that will bring digital cinema into the mainstream, making it an every day reality for the Asian public. H2H Digital, a pioneer in the Asian digital cinema industry, coordinated an industry-wide effort, supported by Media Asia, GDC Technology, Barco and Singapore Telecom that aims to pave the way for other producers to introduce digital cinema film distribution to the viewing public.

"Digital delivery is a breakthrough in the way we can distribute our films," says Jeffrey Chan, Head of Distribution for Media Asia. "For the release of *Infernal Affairs III*, the digital copy will be delivered to our distributor via international fibre optic networks from Hong Kong to Singapore. This technology opens up exciting new opportunities for delivering our Hong Kong and Chinese films throughout Asia."

The film will be transferred and encoded to digital format by GDC Technology and released throughout Asia on 12 December 2003 to 34 cinemas throughout China, and in January 2004 to cinemas in Bangkok, Thailand and in the Philippines. The digitized film will be stored and played from GDC Playback Server, then projected onto the screen using digital cinema projectors. Over in Singapore, the film will be distributed to Shaw and Eng Wah theatres direct from Hong Kong via SingTel's international ATM network.

"This release marks a milestone in Asian cinema industry as this is the first time a Hong Kong movie producer distributes a Hong Kong movie to almost all the digital cinemas in Asia" said Dr. Man Nang CHONG, Managing Director of GDC Technology. "Given a choice between watching a 35-millimeter print or a digital print, the movie-goers generally preferred the pristine quality of digital theatrical exhibition. The digital grosses are generally significantly higher than that of traditional cinemas due to the perfect playback of picture quality with no deterioration of quality over time."

The movie, to be released on 12 December, 2003, is MPEG2 4:2:2 encoded using GDC's Digital Film Agile Encoder and the first digital movie shown digitally throughout Asia on DSR™ Digital Film Servers. "By teaming up with H2H, the leading digital cinema integrator in Asia, we are pleased to be part of Media

Asia's launch into the digital cinema by using the latest technology in digital cinema platforms. Asian movie-goers will now be able to experience first hand an enhanced cinematic experience with high quality digitally perfect images that are naturally film-like and consistently bright." GDC Technology has been entrusted before with the encoding and exhibition of the blockbusters such as "Finding Nemo" and "Harry Potter and The Chamber of Secrets" as well as the recent release of "Brother Bear". GDC Technology promises to bring digital entertainment to Asian producers in its best form with its pioneering efforts in digital cinema industry.

Said Thomas Yeo, SingTel's Vice President of Corporate Business Marketing: "This is the first time in the movie history of Asia that a film is distributed digitally over a telecom carrier's international fibre optic network. As Asia's leading communications company, SingTel is pleased to help make digital distribution of movies possible and efficiently with its extensive infrastructure. We look forward to providing more cutting-edge and innovative solutions to our customers in the media industry."

"We are pleased to work with Media Asia to make their foray into digital cinema a lasting success," says Renaud Palliere, President & CEO of H2H Group, "Asia is quickly taking the lead in the number of commercial digital cinema installations. Says Paula Brillson, Executive Vice President of Content Strategy and Business Development, "the Infernal Affairs III release underscores the fact that Asian producers are responding positively to the benefits offered by digital cinema. H2H looks forward to reinforcing this trend by introducing new content to theatres that include music and sporting events, Broadway shows and digital advertising, which will help theatres increase their revenue streams and will offer an expanded entertainment experience to their audiences." Following the commercial release of Infernal Affairs III on 12 December 2003, Magic Kitchen and Silver Hawk is also expected to be available through Media Asia and its Asian distributors.

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### **About Media Asia**

Founded in 1994, Media Asia Group is an integrated, distribution-driven group of companies in the media and entertainment industries. Its principal business is the provision and distribution of media content, which include film, video and TV programs and other media-related consumer products. Through its subsidiary Media Asia Distribution, Media Asia provides worldwide distribution and marketing services for film copyright owners, principally in and through licensing of distribution rights to various media operators and sub-distributors throughout the world.

To-date, Media Asia Distribution is the worldwide distributor of the largest contemporary (i.e. post-1970) Chinese language film portfolio in the world, which comprises lots of Chinese language films produced during the period from 1971 to 1999 by Hong Kong major film companies including Golden Princess, Impact and China Entertainment. These include the entire catalogue of John Woo's films, Tsui Hark's films and Wong Kar Wai's films during the 1980s and 1990s.

### **About H2H Digital Limited**

Headquartered in Hong Kong, H2H Digital, a subsidiary of The H2H Group, Limited, is the leading provider of integrated digital cinema equipment platforms, lease financing and end-to-end connectivity services and delivers filmed entertainment, alternative and digital advertising content to cinemas on a worldwide basis. Visit [www.h2hdigital.com](http://www.h2hdigital.com)

### **About GDC Technology Limited**

GDC Technology Private Limited 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's 2K DSR™ Encoder and Server are used to screen Disney's Brother Bear with 2K DLP Cinema projector in Singapore's Eng Wah 2K digital-cinema theatres.

### **About SingTel**

SingTel is Asia's leading communications company with operations and investments in more than 20 countries and territories around the world. Serving both the corporate and consumer markets, it is committed to bringing the best of global communications to customers in the Asia Pacific and beyond.

In Singapore, SingTel has had more than 120 years of operating experience and has played an integral part in the development of the city as a major communications hub in the region. In Australia, Optus serves more than six million customers. It has driven the competition as the challenger brand and led the way in technological innovations and breakthroughs.

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