

## **For Immediate Release**

### **GDC TECHNOLOGY AND ARTS ALLIANCE MEDIA PARTNER FOR A DIGITAL SCREENING PREMIERE OF *THRU THE MOEBIUS STRIP* AT THE CANNES FILM FESTIVAL**

Cannes, France (May 13, 2004) —The leading developer of digital cinema solutions — GDC Technology partner with Arts Alliance Media to provide digital screening premiere of “Thru the Moebius Strip” at Cinéma Olympia theatre at Cannes Film Festival. The Cinéma Olympia theatre at Cannes was retrofitted overnight into a full digital cinema theatre comprising a Barco DLP Cinema™ projector and a GDC Technology’s DSR™ Digital Film Server. The multi-million budgeted 3D animation movies is based on an original story idea by Jean “Moebius” Giraud, renowned for his graphic novels and sci-fi art (a stalwart of Heavy Metal). The beautifully produced 3D animation movie is marketed and released by Senator International at Cannes Film Festival.

“We are delighted to bring “Thru the Moebius Strip” to Cannes Film Festival given only a few days of notice to prepare a digital cinema print of the movies in Los Angeles and deliver it to Cannes”, said Dr Man Nang CHONG, GDC Technology’s CEO. “The time needed to prepare a release print of a full feature length movie is now significantly reduced with digital cinema technology. I believe digital cinema will be ubiquitous with international film festivals in the very near future due to its speedy and secure preparation of the content for theatrical exhibition.”

Arts Alliance Media continues to lead the UK digital cinema industry with the provision of a package of digital projection services at Cannes this year following successful encoding and playout trials of GDC Technology’s DSR™ Digital Film Servers over the last few months in the UK.

“Arts Alliance Media are committed to driving the uptake of digital projection facilities at major European Festivals and Film Markets and we believe our unique experience in installing and operating world renowned DLP™ projectors and playout servers will ensure that the key benefits to Festival organisers can be realised. The combination of our Barco DLP Cinema projector and

GDC's server technology at Cannes this year means that the audience will watch "Thru the Moebius Strip" exactly as Jean Giraud intended it to be seen", said **Thomas Hoegh**, CEO of Arts Alliance Media.

The movies, "Thru the Moebius Strip" will be shown in the digital cinema theatre at Cannes Film Festival on May 13, May 14 and May 17 at Cinéma Olympia.

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**About GDC Technology 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 more than 25 digital cinema theatres in China, Hong Kong, Singapore, Taiwan, Thailand, United Kingdom, Korea and US with more than 50 full-feature digital films released. GDC Technology is in the process of installing another 4 fully equipped 2K digital cinema multiplexes consisting of 16 digital cinema screens in Singapore.

For more information on GDC Technology, visit [www.gdc-tech.com](http://www.gdc-tech.com).

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## **About Arts Alliance Media**

Arts Alliance Media launched its digital cinema circuit in July 2003 at the Cambridge Film Festival and shortly thereafter provided digital services to the Edinburgh International Film Festival. It has installed six permanent digital cinema sites throughout the UK, with a seventh installation taking place next month. Arts Alliance Media have shown nine feature films digitally in their digital cinema circuit.

Arts Alliance Media (AAM) - is a builder and operator of services in the film industry, with an emphasis on the independent film space. AAM focuses on the development and deployment of new technologies in order to improve service to independent film consumers and the industry. AAM is part of the Arts Alliance group, which specialises in media and technology investments.

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