



**FOR IMMEDIATE RELEASE**

**GDC announces new ingest and content swap capabilities on SA-2100 family of digital cinema servers**

Burbank, California (March 23, 2009) – GDC Technology (“GDC”) is pleased to announce that it has added in multiple new features into its entire line of SA-2100 servers. These include:

- Instant import of data drives – allows instant transfer of data drives (i.e. HDD) from one SA-2100 to another, making it possible to move a movie quickly from one screen to another. The entire movie (data) transfer process can be completed within a few minutes.
- Instant playback from any CRU drive on the SA-2100A for emergency – allows content received on a CRU Dataport drive to play back directly from the drive without ingesting. This is useful in emergency situations where the theatre receives content at the last minute.
- Instant playback of content held on the GDC TMS (Theatre Management System) for emergency – allows content residing on the TMS to play back directly through streaming from the TMS without ingesting at the screen server.

The addition of these new capabilities is in response to NATO’s “Digital Systems Requirements”, as well as feedback from customers that these emergency handling capabilities were indeed much desirable. GDC has decided that all existing GDC SA-2100 line of servers will get these new features in the next software upgrade, and servers shipped from May 1<sup>st</sup> 2009 will have these features built-in.

“Customer feedback shows that emergency situations do occur which require fast moving of content from one auditorium to another,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “Knowing how critical these features are to our customers, we added them in within just three months. We pride ourselves as a company who is sensitive to our customers’ needs and is always willing to go the extra mile to satisfy them.

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**About GDC Technology** (*website: <http://www.gdc-tech.com>*)

GDC Technology (“GDC”) is a subsidiary of the Hong Kong publicly listed company - Global Digital Creations Holdings Limited. As one of the leading global solution providers for digital cinema, media delivery and display markets, GDC has successfully delivered and installed digital cinema servers and advanced digital signage systems worldwide. GDC is currently the largest supplier of cinema servers throughout Asia and the second largest provider of cinema servers worldwide, serving its customers through offices in the US, Singapore, Hong Kong and China. GDC also holds Virtual Print Fee (“VPF”) agreements with major US studios and acts as a third-party for the major deployment of digital cinema systems in Asia.

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