



FOR IMMEDIATE RELEASE

GDC and Barco announce signing of digital cinema deployment contract with China's thirteenth largest exhibitor – Hengdian

ShoWest, Las Vegas (March 31, 2009) – GDC Technology (“GDC”), a world leading digital cinema solution provider and Barco, a world leader in visualization and display solutions, are pleased to announce the signing of a digital cinema deployment contract with Zhejiang-based Hengdian Entertainment Co., Ltd (“Hengdian”) , a subsidiary of Hengdian Group. Hengdian is the biggest private company in the film and television industry in China, and is also the thirteenth largest exhibitor (according to 2007 published boxoffice collection) in China. The contract will see the initial deployment of 20 digital cinema projection systems for Hengdian over a three-month period starting from April 2009. The DCI-2000 Digital Cinema Integrated Projection System, which consists of GDC’s SA-2100 Digital Cinema Server and Barco’s DLP Cinema® Projector, will be adopted in this deployment.

With a registered capital of 300 million RMB, Hengdian is a leading Chinese company in the film and television industry with a multitude of business interests including cinema chain operations, filming and marketing of TV drama series, and financing of TV and movie related investment projects. “With the largest number of installations which is way ahead of its nearest competitor, GDC and Barco are the undisputed leading digital cinema solution providers in China,” said Mr. Xu Tianfu, General Manager of Hengdian. “We have great faith in GDC’s vast experience and proven track record, and it is the clear choice for our deployment program.”

With more than 700 Barco digital cinema projectors installed, Barco is the clear market leader in China. To serve its customers better, Barco has recently established a 24-hour service network to ensure its customers’ equipments are always in good running order. The high market share stands as a solid affirmation of Barco’s hold on customer satisfaction and confidence in the China market. “This project is a continuation of our close partnership with GDC in the deployment of digital cinema systems in China,” said Frank Christiaens, President, Barco China. “We value this partnership and are confident to see more successes coming our way as digital cinema takes off in China.”

“Hengdian Group is no ordinary company in China and how it has developed the world’s largest entertainment conglomerate from scratch over 10 years is itself a legend,” said Dr Man-Nang CHONG, founder and CEO of GDC Technology. “We are excited to work with a company with such an illustrious background, and see great potential working with Hengdian who is now in the early days of its exhibition business.”

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

GDC Technology (“GDC”) is a subsidiary of the Hong Kong publicly listed company - Global Digital Creations Holdings Limited. GDC is one of the leading solution providers for digital cinema, media delivery and display markets. GDC has successfully delivered and installed over 1000 operating digital cinema servers worldwide, including Austria, Africa, China, Germany, Hong Kong, India, Indonesia, Korea, Singapore, Slovakia, Slovenia, Spain, Switzerland, Taiwan, Thailand, the Netherlands, the Philippines, the US and UK. More than 500 feature titles have been released digitally on GDC’s Digital Cinema Servers.

About Barco (www.barco.com)

Barco, a global technology company, designs and develops visualization products for a variety of selected professional markets: medical imaging, media & entertainment, infrastructure & utilities, traffic & transportation, defense & security, education & training and corporate AV. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, America and Asia-Pacific. The company (Euronext Brussels: BAR) is active in more than 90 countries and employs 3,560 staff worldwide. In 2007 Barco posted sales of 747 million euro.

About Hengdian Entertainment Co., Ltd

Hengdian Entertainment Co., Ltd ("Hengdian") is a subsidiary of Hengdian Group, a Zhejiang-based Chinese conglomerate with diverse business interests. With a registered capital of 300 million RMB, Hengdian is by itself a leading Chinese company in the film and television industry with a multitude of business interests including cinema chain operations, filming and marketing of TV drama series, and financing of TV and movie related investment projects.

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