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GDC TECHNOLOGY MAINTAINS LEAD IN DIGITAL CINEMA INDUSTRY WITH A DOZEN DIGITAL MASTERING SYSTEMS INSTALLED WORLDWIDE

SHOWEST, Las Vegas (March 14, 2006) – GDC TECHNOLOGY, the leading provider of digital cinema solutions is pleased to announce the recent installations of DSR™ Digital Mastering System that reinforces its leadership position. With the recent installations including Korea's Hollywood Image and Entertainment Technology and Kalasa Entertainment Media in South India, GDC TECHNOLOGY now has its Digital Mastering Systems installed in 12 sites worldwide.

DSR™ Digital Mastering System EN1000 prepares contents for digital cinema and is the preferred choice for leading post-production facilities worldwide. To date, over 200 full-length feature films, numerous advertisements and alternative contents have been prepared at mastering sites worldwide in China, India, Japan, Korea, Germany, the Netherlands, Singapore, Taiwan and Hollywood, in the US.

“As the only post-production facility in the motion picture industry in Korea providing one-stop imaging solution, we have been expanding our services to provide our valuable customers a complete service for film processing and digital imaging” says Mr. Shinil KIM, CEO of Next Image Group, which owns Hollywood Image and Entertainment Technology “And as another step for the transition towards digital cinema in Korea, we are pleased to have installed GDC TECHNOLOGY's DSR™ Digital Film Agile Encoder EN1000 into our workflow for mastering of content for digital screens in Korea and other Asian markets” adds Mr. KIM.

With the increase in mastering sites worldwide in Asia, Europe and the US, producers and distributors can avail their contents to be mastered for digital cinema. “It has always been our aim to facilitate exhibitors' transition to digital cinema” says CEO, Dr Man-Nang CHONG “One of the keys for exhibitors' adoption of digital cinema is to have sufficient content available for digital cinema” adds Dr CHONG.

DSR™ Digital Mastering System EN1000 was the first encoder to be upgraded to support the DCI adopted MXF packaging format in May 2005. With the transition towards JPEG2000 as recommended in DCI specifications document released in July 2005, GDC TECHNOLOGY will provide JPEG2000 upgrade option for existing encoders by 2nd quarter 2006. At the same time, the new generation DSR™

Digital Mastering System EN2000, with JPEG2000 codec will be available. As a safeguard to customers' investment, the encoder also maintains backward compatibility with the widely adopted MXF MPEG2 format.

GDC TECHNOLOGY's DSR™ Digital Mastering System EN1000 is a software-based encoder for D-cinema, HDTV contents, screen advertising and pre-show entertainment applications. Built on the robust LINUX operating system, the software design provides features such as multiple codecs and content packaging formats, key delivery management and encryption scheme.

With over 500 servers and 12 encoders deployed worldwide, it further reaffirms GDC TECHNOLOGY's leadership position in digital cinema.

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 more than 500 digital/electronic cinema theatres in Africa, Europe, Hong Kong, India, Korea, Singapore, Taiwan, Thailand and US. More than 200 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 a list of encoding sites or more information on GDC Technology, visit www.gdc-tech.com.

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