

## **GDC TECHNOLOGY DSR™ SERVERS SELECTED FOR KALASA'S SOUTH INDIA ELECTRONIC CINEMA NETWORK**

IBC, Amsterdam (September 11, 2004) – GDC Technology, a leading provider of digital cinema solutions is pleased to announce that Kalasa Entertainment Media Private Limited (Kalasa) has selected GDC Technology DSR™ Servers for the rollout of its electronic cinema network in South India. Kalasa began its operation in early 1998 in Chennai, India specializing on all aspects of film sound recording and audio post-production. In 6 years (1998 – 2004) Kalasa has grown to one of the top 3 audio post-production facilities in Chennai with 3 studios and has completed more than 250 film projects.

Kalasa, known for its passion in film business and top quality work, launched its electronic cinema initiatives for South India in June 2004. To date, Kalasa has installed 5 electronic cinema theatres with DSR™ Servers and 3-chip DLP™ projectors; 3 films were released digitally in these theatres. Kalasa aims to retrofit 65 electronic cinema theatres in the state of Tamil Nadu and release about 30 films in digital format within its first year of operation. Kalasa has operational partnership with Mukta Adlabs Digital Exhibition Limited based in Mumbai for its film conversion needs. Mukta Adlabs Digital Exhibition Limited has built India's largest digital distribution and electronic cinema network with more than 100 cinemas across the country retrofitted with GDC Technology's DSR™ Servers and DLP™ digital projectors.

"For too long, the South Indian film industry has talked on how to deal with film piracy without any substantive activities to actually do something about it. Digital cinema will bring positive change that is real and impactful by generating lost revenue back into the industry," said Ramesh V. Subramaniam, CEO of Kalasa. Mr. Subramaniam is a Computer Science graduate from University of Pittsburgh and has an MBA from Carnegie-Mellon University, Pittsburgh, USA. He has over 16 years work experience in information technology in the US and Singapore. "Kalasa's first 2 films in GDC's digital format are doing that. According to the distributor, our first digital film *Machie*, registered the second highest collections in Madurai district at our digital theatre in Bodhi. *Azhagiye Theeyae* realized excellent collections for our 2 theatres released, registering a 55% increase per week in both theatres compared to their collections before Digital Cinema" he added.

*\*Note: DLP is trademark of Texas Instruments*

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**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 200 digital/electronic cinema theatres in China, Hong Kong, India, Korea, Singapore, Taiwan, Thailand, United Kingdom and US. More than 80 full-feature digital films have been released using GDC Technology's DSR™ Digital Film Agile Encoder. GDC Technology installs 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.

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

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