



GDC TECHNOLOGY LIMITED

Future Film

A motion picture aficionado, DR. MAN-NANG CHONG has raised the bar for digital cinema worldwide.

Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology is an avid movie-goer. He spearheaded the architecture, design and successful commercial release of the award-winning Revival Digital® product line for digitally restoring feature films still in use today.

In 1999, Dr. Chong saw potential in converting worldwide cinemas from 35mm analog films to digital, and founded GDC Technology to develop such solutions for movie theatres. The company later relocated from Singapore to Hong Kong to address the larger China market's needs for newly developed digital cinema technology.

State of the Art

"There are approximately 210 digital screens in Hong Kong, mostly multiplex cinemas operated by a few chains with at least three auditoriums," says Dr. Chong. "To help these cinema chains manage their theatres efficiently, GDC has developed products such as the Theater Management System (TMS-2000), a powerful tool that allows centralized control for an entire multiplex. In 2014, we launched an iPad app, TmsRemote™, for TMS-2000 operators to remotely access and control auditoriums, managing all screens anywhere, at anytime. GDC's TMS software is among the most widely used in the world with over 14,000 licensed users.

"The Stand-alone Integrated Media Server (SX-3000), our flagship product, ingests, stores, and plays back digital movies in 2D, 3D or 4D formats. It boasts the industry's first and only integrated live-broadcast playback capability. The SX-3000 became HDMI-licensed in 2015, the first for digital cinema server manufacturers. Our digital cinema servers enjoy the largest market share in Asia and the second



largest worldwide," he says.

"GDC Technology develops, manufactures and sells digital cinema servers that meet the highly demanding performance requirements of Hollywood studios. We strive for excellence and invest much to ensure our products meet international criteria. GDC was the very first digital cinema equipment manufacturer to receive US security standard - FIPS Level 3 Certification for media servers. All our digital cinema servers are Hollywood DCI-compliant, meeting established security, quality and technical specifications. The world's top exhibitors choose us because of unique features not found in competitors' products. Regarding reliability, as cinemas operate tens of hours daily, we have recorded 99.99% proven uptime for Broadway Circuit Hong Kong."

Digital Devotion

GDC Technology's one-stop solutions also include integrated projection systems, 3D products, projector lamps and silver screens. Adding to hardware and software, the company places strong emphasis on services. In 2010, it opened its first Network Operations Center (NOC) in Shenzhen, providing real-time 24/7 remote monitoring for digital cinema systems. Through an elegantly simple user interface, the NOC provides centralized screen and display controls at various locations. GDC set up a second NOC in Singapore in 2014.

To facilitate global rollout of digital

cinema solutions, its subsidiary GDC Digital Cinema Network Ltd. manages Virtual Print Fee (VPF) programs for approximately 5,000 theater screens and 250 motion picture distributors worldwide.

"We also have a post-production team offering digital cinema services in the form of fulfillment and delivery for theatrical content. Catering specifically to theatrical content providers including studios, independent producers and distributors, our full-service facilities offer DCP mastering, localization and distribution to Asia for feature films, alternative content, trailers and advertising."

All Corners of the World

GDC products have travelled as far as South and North America, Europe, Middle East and Africa, Asia, Australia and New Zealand, to locales as remote as Guam and the Caribbean. GDC recently set up new offices in San Paulo, Lima, and Jakarta; the latest opened in Dubai in March 2015.

"Being pioneers in the industry means we started too early," Dr. Chong shares. "We broke even only in our tenth year, but have stayed profitable since then. Almost all our competitors from the early years have folded. We are pleased to be one of the few companies offering digital cinema products worldwide. While GDC Technology owns almost a third of global market share in digital cinema media servers, we constantly innovate to meet the evolving needs of exhibitors, and continuously entice moviegoers. More importantly, we remain very close to the world's greatest storytellers, to provide technologies that produce the best movie-going experience." ■

For additional information please visit www.gdc-tech.com