

FOR IMMEDIATE RELEASE

GDC TECHNOLOGY TAPS RESEARCH SCIENTISTS FROM A*STAR TO EXPAND ITS DIGITAL CINEMA R&D

Singapore (March 7, 2007) – GDC Technology, one of the leading solution providers of digital cinema, announced its plans to expand its R&D operation through collaboration with A*STAR's Institute for Infocomm Research (I²R). A secondment agreement was signed with A*STAR, under the Technology for Enterprise Capability Upgrading (T-UP) program, to tap its top research scientists to jointly develop digital cinema related technologies at GDC Technology.

The first secondment is the appointment of Dr. Keng Pang LIM as GDC Technical Director with effect from March 1st, 2007. It is expected that more research scientists from I²R will be joining GDC Technology in the succeeding months.

Dr. Lim, a research scientist with I²R, worked in the Media Processing Department, Media Division. He has over 10 years of experience in the fields of signal processing and compression, and holds several patents pertaining to MPEG compression. At I²R, Dr. Lim was a department manager managing projects related to video coding and delivery, audio coding, visual processing, mobile healthcare and neural signal processing. He also headed the Video Processing Laboratory in the Media Division. Since joining the national research institute, he actively participated in the international standards and worked as a co-editor of MPEG-4 part 5 on reference model. He was also an active member in the Multimedia Representation Technical Committee (MRTC) which is the current MPEG and JPEG national body of Singapore. In addition, Dr. Lim had managed several multimedia projects with the industry.

“GDC Technology was founded in 2000 and has matured over the years to be a key player in the digital cinema industry,” commented Dr Lim. “I am excited to work in a pioneering company in digital cinema where I can make use of most of my research experiences gained at I²R's Media Division. With the established close ties with A*STAR, we hope to leverage on the R&D capabilities and technological know-how to further enhance GDC R&D.”

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About Institute for Infocomm Research (I2R) (Website: www.i2r.a-star.edu.sg)

*The Institute for Infocomm Research (I²R - pronounced as i-squared-r) is a member of the Agency for Science, Technology and Research (A*STAR) family. Established in 2002, our mission is to advance infocomm technologies for the benefit of humanity and prosperity of Singapore.*

I2R integrates R&D in information, communications and media (ICM) technologies to develop holistic solutions across the ICM value chain. Our research capabilities are in information technology and science, wireless and optical communications, and media analysis, processing and applications. We seek to enable technologies and processes that will drive new and enhanced services for Singapore's knowledge-based economy.

About GDC Technology (website: www.gdc-tech.com)

GDC Technology is a subsidiary of the Hong Kong public listed Company -Global Digital Creations Holdings Limited. GDC Technology is one of the leading solution providers for digital cinema and, digital media delivery and display markets. GDC Technology has successfully delivered and installed close to 700 servers to cinema theatres in Austria, Africa, China, Germany, Hong Kong, India, Indonesia, Korea, Singapore, Slovakia, Slovenia, Spain, Switzerland, Taiwan, Thailand, The Netherlands, UK and US. More than 250 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(TM) Cineplex Central Server where digital content is streamed real-time from DSR(TM) Cineplex Central Server to all the 2K screens.

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