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## **GDC TECHNOLOGY ANNOUNCES SUCCESSFUL UPGRADE OF ITS DIGITAL CINEMA SERVERS TO SUPPORT DCI REQUIREMENTS**

SINGAPORE (March 8, 2007) – GDC Technology, one of the leading solution providers of digital cinema, today announced it has successfully upgraded worldwide digital cinema theatres equipped with GDC Technology's DSR(TM) SA1000 Digital Film Servers throughout Europe, Korea, Singapore, Taiwan and Thailand with JPEG2000 capability and DCI security features. The upgraded digital cinema servers also accept 2k and 4k digital cinema packages as well as maintaining its backward compatibility with the widely deployed MXF MPEG2 digital cinema profile format.

"GDC Technology's products are designed to enable the transition of the deployed servers and digital mastering systems to the digital cinema standard when it becomes available" said Dr. Man-Nang CHONG, CEO of GDC Technology, "GDC is pleased to continue embracing the Hollywood requirements and JPEG2000 upgrade was GDC's second major upgrade exercise since the introduction of GDC digital cinema servers in 2001." added Dr. CHONG.

In 2005, GDC was the first and only digital cinema server company to complete the MXF upgrade for its worldwide digital cinema servers; the digital cinema industry transited from proprietary digital cinema format to MXF MPEG2 specified by the studios as the transitional digital cinema format in 2005. GDC digital cinema servers were first introduced and commercially deployed in 2001 and 2002 respectively. With more than 250 digital movies released to GDC digital cinema servers including the recent releases of Hollywood blockbusters in the new JPEG2000 format adopted by Hollywood DCI, there are close to one million of perfect digital screening of digital film in the worldwide digital cinema theaters installed with GDC servers.

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**About GDC Technology** (website: [www.gdc-tech.com](http://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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