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## **GDC TECHNOLOGY'S DIGITAL-CINEMA-TOTAL-SOLUTION ADOPTED BY GOLDEN HARVEST GROUP'S FLAGSHIP CINEMA MULTIPLEX**

SHOWEST, Las Vegas (March 13, 2007) – GDC Technology, one of the leading solution providers of digital cinema, today announced the complete digitization of Golden Harvest Group's flagship cinema multiplex in Shenzhen, China, based on the state-of-the-art Digital-Cinema-Total-Solution (DCTS) platform designed ground-up by GDC Technology. The Golden Harvest Group is co-founded by Mr. Raymond Chow and Leonard Ho Koon-Cheung in 1970 and was listed in Hong Kong Stock Exchange in 1994. The Group is the most influential powerhouse in Chinese language film entertainment and operates one of the largest chains of cinema multiplexes in Asia. Golden Harvest Shenzhen multiplex is one of the most attended cinemas in China with the second highest grossing box-office in two consecutive years.

Determined to deliver the future movie-going experience today, Golden Harvest embarked on a search to design its flagship multiplex with an immersive movie-going experience starting from the time the movie-goers entered the foyer. Today, the cinema multiplex's foyer features China's largest indoor LED video wall and a series of 1920x1080 resolution 47" LCD display panels all connected to a single digital signage server – GDC Technology's SDM4000 Display Maestro that is capable of delivering four HDTV channels synchronized to frame accuracy. All seven cinema auditoriums are equipped with GDC Technology's DFP-2500 integrated projection systems for pre-show entertainment and onscreen advertisement; two of the auditoriums are additionally equipped with GDC Technology's digital cinema servers and Barco's 2K DLP Cinema projectors. All the servers are connected to GDC Technology's Theater Management System (TMS) which is also linked to the cinema's ticketing system for scheduling of playlist and collection of playout log information. With GDC Technology's TMS, cinema operator can now display the full array of trailers, advertisements and alternative content on both the in-foyer displays and in-theatres screens from a central point of control. The various display devices can now be programmed from the ticketing system to playback all kind of content in coherency and up-to-the-last minute media can be delivered to all the various display devices connected to a central server.

"Having evaluated almost all known digital cinema solution providers, GDC Technology's solution was selected because of its readiness, completeness, quality of audio-visual presentation and prompt custom service" said Mr. CK Phoon, Managing Director of Golden Harvest Group, "The Digital-Cinema-Total-Solution, introduced by GDC Technology, makes development and innovation easier because of its open software platform. Golden Harvest will continue to innovate ways in which its digital system can entertain movie-goers and help businesses take full advantage of the promise of the flexibility of digital cinema." added Mr. Phoon who has been in film entertainment business for more than a decade after leaving his last job in investment banking.

Since the installation of GDC Technology's Digital-Cinema-Total-Solution, various forms of content such as trailers, onscreen advertisement, LCD advertising and animated digital movie posters have been flowing to the

networked servers through a centrally controlled TMS that in turns is remotely monitored by a network operation center (NOC) put in placed by GDC Technology. The sole advertising agent for Golden Harvest and other cinema operators in Hong Kong and China – Panasia Screen Advertising has been successfully signing up clients to put high quality advertisement for its in-foyer displays as well as onscreen advertisement. The installed system was so successful that Panasia Screen Advertising had expanded its operation by requesting other high-end cinema multiplexes in China and Hong Kong to begin installing similar GDC systems. GDC Technology has almost completed installing Digital-Cinema-Total-Solution in another seven premier cinema multiplexes and is expecting to complete the integration to the cinema’s ticketing system in a couple of weeks.

“GDC Technology and Golden Harvest share a common desire to bring a universe of entertainment to movie-goers”, said Dr Man-Nang CHONG, CEO of GDC Technology, “As a leader in providing total digital cinema solution to cinema operators, GDC Technology is committed to enhancing ways to entertain the movie-goers with our innovative programming. The new business opportunities and ease of operation hold the promise of migrating to digital cinema” commented Dr. CHONG.

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**About Golden Harvest Group**

The Golden Harvest Group is co-founded by Mr. Raymond Chow and Mr. Leonard Ho Koon-Cheung in 1970. It was listed on the Hong Kong Stock Exchange in 1994 and is currently the most influential powerhouse in Chinese-language film entertainment. Its businesses range from film production, distribution to exhibition and financing. It commands the leading position in Chinese-language film distribution and cinema operations in Hong Kong and Southeast Asia. Golden Harvest controls the major overseas Chinese film market and operates one of the largest chains of cinema multiplexes in China, Singapore, Malaysia and Taiwan.

**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.

Media Contact:  
Ms Cherine Liu  
Marketing Manager, GDC TECHNOLOGY  
Tel: +65 6222 1082, Email: [cherine@gdc-tech.com](mailto:cherine@gdc-tech.com)