FOR IMMEDIATE RELEASE

GDC Technology showcases the industry’s first Standalone Integrated Media Block (IMB) – the SX-3000 at CinemaCon 2012

Hong Kong (April 20, 2012) – GDC Technology (“GDC Tech”), a world leading digital cinema solution provider, is scheduled to showcase the industry's first Standalone Integrated Media Block (IMB) – the SX-3000, at CinemaCon (Booth #2219) from 24th through 26th of April, 2012 in Las Vegas. The second generation IMB – SX-3000 Standalone IMB significantly lowers the operation, maintenance and installation costs as it does not require a costly server attached to each IMB.

GDC Tech’s feature-rich Standalone IMB, the SX-3000, made its debut at CineAsia, Hong Kong, in December 2011. In addition to its High Frame Rate (“HFR”) capability in both 2D and 3D, the SX-3000 has the added benefit of supporting digital connectivity for alternative content such as 3G HD-SDI and HDMI input with image-scaling from HD to 4K. The SX-3000 permits long distance 2K and 4K content streaming and remote access via gigabit Ethernet, thereby greatly simplifies cinema multiplex operation.

GDC Tech is fully committed to safeguarding its customers’ investment in digital cinema. A simple yet feature-rich upgrade package will be available on the GDC SX series servers currently installed in the field, which will provide our customers with not only HFR capability, but many additional features and functions that will ease a theatre’s daily operations. This upgrade will be available in the third quarter (Q3) of 2012.

“The demonstration of our SX-3000 IMB is a testament to our relentless pursuit to excel as a leader in cutting-edge digital cinema technology. GDC Tech always aims to provide customers with future-proof solutions that give them peace of mind and a product that requires little maintenance,” said Dr. Man-Nang Chong, founder and CEO of GDC Tech. “We invite you to join us at CinemaCon for a live demonstration of our brand new generation of IMB, the SX-3000 Standalone IMB which significantly simplifies the cinema operation of a multiplex for almost all known picture formats including SD, HD, 2K, 4K and HFR 3D.”

Visit us at CinemaCon 2012 (www.cinemacon.com)

Caesars Palace, Las Vegas: Booth #2219, April 23 – 29, 2012

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

As one of the world’s leading global solution providers for digital cinema, media delivery and display markets, GDC Technology has successfully delivered and installed digital cinema servers, projection and 3D systems worldwide. GDC is currently the largest supplier of digital cinema servers throughout Asia and the second largest provider of digital cinema servers worldwide, serving its customers through offices in the US, Spain, Hong Kong, Japan, Singapore and China. GDC Tech is a portfolio company of The Carlyle Group.

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