



**FOR IMMEDIATE RELEASE**

**Cinestar Multicines in Peru expands digital cinema footprint with GDC Technology and CE+S**

SHOWEAST, Hollywood (October 23, 2013) – GDC Technology Limited (“GDC Technology”), a world leading digital cinema solutions provider, is pleased to announce today that it is deploying its flagship product - the SX-3000 Standalone IMB® with Portable Storage to Cinestar Multicines, part of the Kapur Media Group and the second largest domestic exhibitor in Peru, in partnership with CE+S, a professional digital cinema service provider in America.

As the system integrator, CE+S will provide Cinestar Multicines with GDC Technology’s SX-3000 Standalone IMB® and digital cinema projectors, as well as a full range of support services. CE+S will spearhead the conversion of Cinestar Multicines’s 73 screens in 16 theatres from installation to maintenance via its Cinevise Network Operations Centre (“NOC”), which will provide 24/7 proactive remote monitoring of the whole circuit.

“We are pleased to partner with GDC Technology and CE+S to elevate movie presentation quality and theatre operations to the highest possible level, to meet the growing demand for high quality motion picture entertainment in Peru,” commented Varun Kumar Kapur, Operations Manager of Kapur Media Group. “We chose the SX-3000 Standalone IMB® because of its innovative architecture which eliminates the need for an external file server and also for its expandable and reliable storage solution.”

“We feel honored that Cinestar Multicines has chosen CE+S to roll out and service its cinema equipment. This will mark a milestone in our business relationship of 20 years between CE+S and Cinestar Multicines.” said Alex Younger, Vice President of CE+S.

“We value our partnership with Cinestar Multicines and are thrilled to be working together with it on its digital cinema rollout in conjunction with CE+S,” commented Dr. Man-Nang Chong, founder and CEO of GDC Technology. “We are delighted that our SX-3000 Standalone IMB® was selected by Cinestar Multicines which improves presentation quality and theatre management efficiency. We are determined to help keep Cinestar Multicines on the leading edge of cinema technology in the years to come.”

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

GDC Technology Limited ("GDC Technology") is a leading global digital cinema solutions provider with the largest installed base of digital cinema servers in the Asia-Pacific region and the second largest globally. GDC Technology develops, manufactures and sells digital cinema servers that meet the highly demanding performance, security and reliability requirements established by Hollywood studios. GDC Technology also provides a comprehensive suite of digital cinema products and services providing exhibitors and distributors with a one-stop solution for exhibiting digital cinema content, including integrated projection systems, 3D products, projector lamps and silver screens. Its affiliate, GDC Digital Cinema Network Limited, has 6 years of VPF experience and manages over 4,600 screens across 600 VPF agreements with worldwide content distributors and exhibitors. Founded in Singapore in 1999 and headquartered in Hong Kong, GDC Technology has established a global market presence and strong brand recognition with 11 offices and 27 local service centers around the world. GDC Technology is a portfolio company of The Carlyle Group.



Powering your digital cinema experience



**About Cinestar Multicines** ([www.cinestar.com.pe](http://www.cinestar.com.pe))

Cinestar is the first theater chain with multiplex facilities in Peru. The idea came up 35 years ago from an Indian investor, who decided to back up Peru and revolutionize the market by dint of perseverance and work with new trends in both construction and customer service. Part of the Kapur Media Group, Cinestar Multicines is the second largest domestic theater chain in the country with cinemas in India.

**About CE+S** ([www.cinemaequip.com](http://www.cinemaequip.com))

Cinema Equipment and Supplies offers a full range of state-of-the-art cinema products and services to outfit movie theaters with the latest and greatest in the most cost-effective manner. Founded in 1982, with its headquarters in Miami and offices in São Paulo, CE+S has more than 30 years of providing exceptional service to its clients. A global leader in the industry, CE+S has installed over 1,000 digital cinema systems in over 17 countries. As industry innovators, CE+S was the first provider to offer remote monitoring services in Latin America with the launch of Cinevise in 2009. Cinevise's Global Network Operations Center in Miami, FL links directly to the exhibitor's premise to provide a complete 24/7 minute by minute monitoring and remote support solution. Cinevise's Managed Services support a wide array of manufactures, platforms and solutions. With over 1,000 screens under Cinevise remote monitoring service and over 350 TMS systems deployed, CE+S continues bringing its market-leading expertise in digital solutions and technology to the cinema industry.

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