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Technicolor and GDC Technology enter Digital Cinema Strategic Alliance

Deal enables in-country drive replication and support for the Asian market

CinemaCon, Las Vegas (April 17, 2013) – Technicolor (Euronext Paris: TCH) today announces a new strategic alliance with leading Asian global digital cinema solution provider GDC Technology (“GDC Tech”).

The Technicolor and GDC Tech alliance will streamline the distribution process for Asia, allowing customers to benefit from high-quality drive replication without the expense of transporting drives across distant international borders or the complexity of managing multiple vendors.

“This strategic alliance means Technicolor and GDC Tech can offer studio clients a single point of contact for in-country drive replication, distribution and KDM support, initially focusing on Hong Kong, Japan and Singapore with plans to expand across the region,” said Claude Gagnon, President of Technicolor Creative Services Worldwide. “As the largest supplier of digital cinema servers throughout Asia, GDC Tech is the ideal partner to enable us to offer content owners and distributors the most comprehensive set of digital cinema services in the region. The agreement will provide our clients with the same exacting standards they have come to expect from Technicolor’s owned and operated facilities across the globe.”

Dr. Man-Nang Chong, founder and CEO of GDC Tech added: “We are delighted to be entering this venture with Technicolor, which, like GDC Tech, has a long-standing reputation for outstanding delivery of services and solutions for the cinema industry. By working side by side we can combine our knowledge of digital cinema technology and avant-garde facilities with Technicolor’s renowned technology and worldwide distribution services to offer studio clients an integrated, high-quality, value-driven replication and distribution fulfilment service. This move represents the latest validation of GDC Tech’s ongoing efforts and we will continue to deliver value to our customers in Asia.”

Technicolor offers a suite of services including localization, digital cinema content mastering and distribution. The company delivers its customers’ content to digital cinema screens worldwide by leveraging a hybrid distribution platform comprised of physical and electronic distribution mediums, including key management to ensure the security and reliable delivery of content to movie theatres. Technicolor continues to seek opportunities to grow its digital cinema distribution footprint both organically as well as through partnerships with leading distribution providers in various markets.

Technicolor will continue to operate out of its Bangkok facility, where we perform 35mm processing, post production and digital cinema services.

GDC Tech is a world leading digital cinema solution provider and maintains dominant market share in the Asia region. It offers post production digital cinema service in Hong Kong, Shenzhen and Singapore, including DCP mastering, localization and distribution for feature films, alternative content, trailers and advertising. Furthermore, GDC Tech maintains





well-established relationships with all major distributors and exhibitors in Asia including China, Japan, Korea, Singapore, Taiwan and Hong Kong.

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 ("GDC Tech") has successfully delivered and installed digital cinema servers, projection and 3D systems worldwide. GDC Tech 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, Mexico, Spain, Hong Kong, Japan, Singapore, China and India. GDC Tech is a portfolio company of The Carlyle Group.

About Technicolor (www.technicolor.com)

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. We also benefit from an extensive intellectual property portfolio focused on imaging and sound technologies, based on a thriving licensing business.

Our commitment: Enhance media experience on any screen, in theaters, at home and on the go.

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