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GDC Technology Heralds New Era as New Logo Goes Live

CineAsia, Hong Kong (December 8, 2014) – GDC Technology Limited (“GDC Technology”), a world leading provider of digital cinema solutions, has strengthened its visual branding with an updated logo that reflects its commitment to innovation and quality in the rapidly evolving digital era.

Founded in 1999, GDC Technology now has the largest installed base of digital cinema media servers and theater management systems in the Asia-Pacific region and the second largest globally. It develops, manufactures and sells feature-rich media server, theater management system and products for digital cinema that meet the highest performance, security and reliability standards. With 15 years of successes behind it, and a clear vision of the way ahead, the GDC Technology team saw it was time to refresh the company’s visual identity with a new logo for a new era.

In its new emblem, the GDC initials – standing for Global Digital Creations – retain pride of place at the center of the logo, reflecting the company’s solid foundations and an ongoing commitment to its core values and to satisfying customers digital cinema needs. New to the trademark, are the curved bands which enclose the type, evoking the globe and thereby alluding to GDC Technology’s standing on the world stage and to its global reach.

With its solid, clean lines, the logo’s design has a striking, contemporary feel that is reflective of GDC Technology’s forward-thinking, user-focused ethos, while its basic elements represent both continuity and another of the company’s strongest asset – its innovative approach to service and product development.

Dr. Man-Nang Chong, the founder, chairman and CEO of GDC Technology, said: “Our identity in the marketplace is important to us as we look forward to delivering the digital cinema solutions of tomorrow. We believe the new logo will facilitate ever stronger recognition – among our customers, employees and stakeholders, of our integrity and devotion to delivering best-in-class and easy-to-use digital cinema technologies around the world.”

The new logo will be featured on all GDC Technology products, while from today it will be rolled out across various platforms, including online at www.gdc-tech.com. It will feature at the company’s booth at the CineAsia convention in Hong Kong and it will be used in all of its ads and marketing materials globally. Over the coming months, it will also be introduced in all of GDC Technology’s offices around the world.





Visit us at CineAsia 2014 (<http://www.filmexpos.com/cineasia/>):
Booth No. 313, Hong Kong Convention and Exhibition Centre, December 9-11.

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

GDC Technology Limited (“GDC Technology”) is a digital cinema solutions provider. GDC Technology develops, manufactures and sells digital cinema servers, content storage systems, theater management systems and network operations center software for digital cinema. GDC Technology also provides a suite of digital cinema products and services, including integrated projection systems, 3D products, projector lamps and silver screens. GDC Technology’s subsidiary, GDC Digital Cinema Network Limited, manages VPF for approximately 5,000 theater screens and 250 motion picture distributors worldwide.

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