



FOR IMMEDIATE RELEASE:

Major achievement recognized in pursuit of GDC Technology and DTS mission to bring realistic, rich immersive sound experience to broader cinema audience

Innovative immersive sound solution with GDC technology leads to speedy conversion of 100 DTS:X™ screens in China and U.S.

LAS VEGAS, April 11, 2016 -- GDC Technology Limited, a leading global provider of digital cinema solutions, announced today at CinemaCon 2016 that since the launch of its innovative immersive sound media server with a built-in DTS:X™ decoder and cinema processor (GDC Immersive Sound Solution) in July 2015, 100 global movie theatre screens are now equipped to exhibit motion pictures released with a DTS:X soundtrack. Today, nearly 40,000 of the world's screens, from art houses to multiplexes, count on GDC technology to enable new cinematic possibilities and experiences. Given the affordability of the GDC Immersive Sound Solution and the technology's ability to adapt to flexible speaker configurations, those screens – screens with competitive technology and new screens – can easily be converted to feature DTS:X immersive sound, bringing realistic, rich audio experiences to a much broader audience than ever before.

GDC Technology will showcase its next-generation Immersive Sound Solution, which includes its innovative SX-4000 integrated media block (IMB) and XSP-1000 cinema processor on the CinemaCon tradeshow floor and at GDC dealer's booths. In addition, DTS:X demonstrations using GDC technology will include the first-ever exhibition of 15.1 and 33.3 immersive sound played back-to-back at the Brenden Theatres in the Palms Casino Resort on April 12 and 14.

"The digital cinema revolution has raised the quality and consistency of audio in cinemas around the world. More than ever before, audiences everywhere can hear exactly what movie makers imagined for them with DTS:X," said Bill Neighbors, general manager, pro audio for DTS, Inc. "On behalf of the DTS employees worldwide, we congratulate GDC and their team for their contribution to bringing DTS:X immersive sound to China and the U.S. faster than we ever imagined."

Benefits and impact of GDC Immersive Sound Solution technology include the following:

- **For directors and content creators:** Object-based immersive sound has ushered in a new era where the artist's vision can come to life by deeply involving one's senses. This improved immersion and heightened realism makes horror movies scarier, comedies more laugh-out-loud funny, and car chase scenes even more intense. With GDC immersive sound technology, the cinema industry is now better equipped to stay ahead of home entertainment and other devices for consumers to watch content.
- **For exhibitors:** Digital immersive sound allows for pristine audio quality for movies and alternative content from the first day of release to the last showing. DTS:X technology allows for flexible speaker configurations, making it suitable for any auditorium size, from screening rooms to premium large format halls. More importantly, the affordability of the GDC immersive sound solution makes it possible to install DTS:X technology in the entire complex.
- **For audiences:** Cinematic immersive sound provides an audio experience beyond what is possible via home theater installations and mobile devices. DTS:X technology places sound where it would occur naturally in space, creating the most lifelike, multi-dimensional audio experience ever. The affordable GDC immersive sound solution technology offers the opportunity for the industry to bring an entirely new experience to a broader audience than ever before.

"With this milestone, a realistic, rich sound experience is now coming to life for millions of cinema goers in China and the U.S.," said Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited. "For the GDC team, the real cause for celebration is that in only seven months, over 100 screens have been converted to DTS:X with GDC technology. In my nearly 20 years in the cinema industry, I have not seen a new technology adopted so quickly. The rate of progress of work done to achieve this milestone was amazing to watch."





With GDC technology deployed in thousands of theatres around the world, the 100-screen milestone marks the beginning of the future of sound in the cinema. The highest growth region for new screens was China with nearly 90 screens enabled with DTS:X immersive sound since July 2015. In North America, 11 screens have been installed during the same period, with more on the way. GDC plans to launch its immersive sound solution in the Latin America region and EMEA with the premiere of its next-generation IMB and cinema processor at CinemaCon 2016.

For more information on GDC Immersive Sound Solution, please visit www.gdc-tech.com.

For more information on DTS:X immersive sound technology, please visit www.dts.com/dtsx.

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

GDC Technology Limited is a digital cinema solutions provider. GDC Technology develops, manufactures and sells digital cinema servers, content storage systems, theatre management systems and network operations center software for digital cinema. In addition, GDC Technology is the appointed worldwide certification services agent, with exclusivity in Asia to certify DTS:X immersive sound auditoriums for DTS, Inc. 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 theatre screens and 250 motion picture distributors worldwide.

About DTS, Inc. (www.dts.com)

Since 1993, DTS, Inc. (Nasdaq: DTSI) has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema, automotive and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. DTS technology is integrated in more than two billion devices globally, and the world's leading video and music streaming services are increasingly choosing DTS to deliver premium sound to their listeners' network-connected devices. For more information, please visit www.dts.com.

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