



FOR IMMEDIATE RELEASE:

GDC Technology Chosen by ShowBiz Cinemas as Solution of Choice for its Second Bowling, Movies, and More Location

GDC SX-3000 standalone integrated media block and theatre management system will provide advanced technology for ShowBiz Cinemas Fall Creek entertainment center

LAS VEGAS, April 12, 2016 -- GDC Technology Limited, a leading global provider of digital cinema solutions, announced today at CinemaCon 2016 another deployment of [GDC Technology](#) solutions for ShowBiz Cinemas at its new Fall Creek entertainment center in Houston, Texas. When ShowBiz Cinemas opened its first entertainment center in Baytown, Texas in late October 2015, it had unique advantages over the competition: 10 movie theatres, 14 bowling lanes and a full bar, not to mention a passion for providing the best customer service, and a like-minded technology partner in GDC Technology. ShowBiz Cinemas founder Kevin Mitchell, a third-generation cinema owner, is following the successful playbook of his predecessors and GDC Technology in opening additional entertainment centers.

To ensure high standards are maintained throughout the moviegoing experience, ShowBiz Cinemas chose to deploy the [SX-3000 Standalone Integrated Media Block™](#) (SX-3000 IMB™) with Enterprise Series Storage. In addition, it selected the [GDC TMS-2000 Theatre Management System](#), the ultimate next-generation solution with over 50 new features, to provide centralized control for the Baytown and Fall Creek complexes.

ShowBiz Cinemas has been praised by local residents for transforming typical movie theatres into high-caliber entertainment destinations for all ages. Fall Creek is ShowBiz Cinemas' fourth location to feature SDX – Superior Digital Experience – a state-of-the-art premium theatre concept powered by GDC Technology, providing the best moviegoing experience available today.

“Our guests have come to expect only the best experience when visiting ShowBiz Cinemas,” said Mitchell, president & CEO. “The Fall Creek entertainment center represents our vision of delivering an expanded customer-focused experience that includes movies, bowling, games, food and fun. We worked closely with GDC Technology to identify the technical solutions needed to power our newest concepts.”

Strategic partnerships are at the core of the GDC service delivery philosophy. “Our ongoing partnership with ShowBiz Cinemas is a collaborative effort focused on achieving their long-term goals,” said Tony Adamson, senior vice president of strategic planning, GDC Technology USA. “Their trust in GDC products and services has allowed us both to succeed. We congratulate Kevin and his team on the opening of their second entertainment center and look forward to working with them as they continue expanding their innovative concept.”

Find out more

To learn more about the features and benefits of GDC products, visit our website or the GDC booth (#2219A) at CinemaCon 2016 in the Augustus Ballroom from April 12 to 14.





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 theater screens and 250 motion picture distributors worldwide.

About ShowBiz Cinemas (www.showbizcinemas.com)

ShowBiz Cinemas currently oversees 11 locations in Texas. Our mission is to provide a first-class moviegoing experience for every customer that enters our theatre. We are passionate about exceeding the expectations of our customers and investors as well as enhancing the overall moviegoing experience. We are your home for movies! For more information about ShowBiz Cinemas, visit our website.

Trademarks

SX-3000 Standalone Integrated Media Block and SX-3000 IMB are registered trademark of GDC Technology Limited. All other trademarks remain the property of their respective owners.

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Photo: [GDC SX-3000 IMB with Enterprise Storage](#)

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