



FOR IMMEDIATE RELEASE:

GDC Technology, Golden Screen Cinemas Partner to Launch GoGoCinema

GoGoCinema is the first company in the cinema industry to bring consumers, exhibitors and content distributors together on one convenient and easy-to-use Cinema-On-Demand platform

BARCELONA, June 18, 2019 -- GDC Technology Limited ('GDC'), a leading global provider of digital cinema solutions, announced today at CineEurope 2019 that it signed a Memorandum of Understanding (MoU) with Golden Screen Cinemas Sdn. Bhd. ('GSC') to launch **GOGOCINEMA™**, its Cinema-On-Demand platform. GoGoCinema is an intuitive and easy-to-use digital platform which is backed by GDC's innovative Cinema Automation 2.0 (CA2.0) solution.

GSC operates a total of 344 screens across 36 locations in Malaysia and 93 screens across 15 locations in Vietnam (through a partnership with Galaxy Studios). GSC will be launching GoGoCinema at several of its premium flagship sites in Malaysia by the end of 2019. GoGoCinema services would be expanded in 2020 to other locations. With GoGoCinema, GSC will be able to provide its cinema audiences the first of its kind Cinema-On-Demand experience.

How GoGoCinema works

A consumer uses the GoGoCinema App or website to search for a movie he/she wants to watch from a content library with up to 2,000 movies of different genres, from current releases to classics to documentaries. Once the movie is selected, they select a theatre, date and time most suitable from number of options available.

Next, they have the option of selecting between either a:

- crowdsourcing option - public screening which all other movie fans can join the screening created. For this screening to go ahead, a minimum number of tickets have to be booked by a certain cut-off time; or
- private screening option - where the entire movie hall is booked exclusively for private screening on special occasions such as birthdays, etc. which is usually not easily available.

Thus, the platform brings in choice, convenience and customization to the cinema going fans.

"GSC has always been in the frontline of the cinema industry, creating enriched cinema experiences for our customers with the latest technology. In this modern age of the Internet, streaming, and films on-demand, we understand that consumers want to be able to watch content on their own terms. This is why, we are proud to launch the GoGoCinema platform, which is a natural next-step in empowering our audiences to select their own movies at a time convenient to them. The partnership between GSC and GDC Technology can create value-added experiences for movie-goers, as well as enable us to create a complete cinema eco-system," said Ms. Koh Mei Lee, chief executive officer of Golden Screen Cinemas.

"GoGoCinema is reverse-engineering the broadcast approach business model where the consumers can only see what's currently playing at their favorite theatre," said Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology. "This new approach is modeled after home streaming platforms by letting consumers decide what they want to see, when they want to see it, and where they want to see it, but on the big screen. With all the various online streaming options, the challenge lies in creating a unique experience for audience within the existing eco-system. Any innovation which is created must be able to connect all important stakeholders on the cinema exhibition industry which means it needs to be consumer facing, tech-driven and automated to make it sustainable in the long run."





Find Out More

Visit GDC from June 10 to 13 during CineEurope 2019 at M131, Level P1, Centre Conventions International Barcelona (CCIB) Barcelona, Spain to know about the features and benefits of GOGOCINEMA.

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

GDC Technology Limited ('GDC') is a leading digital cinema solutions provider. GDC develops, manufactures and sells media servers, content storage systems, theatre management systems and network operations center software for the global cinema industry. GDC is a licensee of the DTS:X™ object-based immersive sound technology from DTS, Inc. for the development of its media servers. In addition, GDC also provides a suite of digital cinema products and services, including integrated projection systems, 3D products, projector lamps and silver screens. Since 2009, GDC Digital Cinema Network Limited, a GDC subsidiary, has managed VPFs for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide.

About Golden Screen Cinemas (www.gsc.com.my)

Golden Screen Cinemas Sdn. Bhd. (GSC), Malaysia's largest cinema exhibitor, is a wholly-owned subsidiary of the PPB Group (a member of the Kuok Group). GSC operates a total of 437 screens in 51 locations across Malaysia and Vietnam, with 344 screens in 36 locations in Malaysia, and 93 screens in 15 locations in Vietnam through a partnership with Galaxy Studio.

Aspiring to be a regional cinema and content operator that delivers enriching cinema experiences, GSC's theatres feature state-of-the-art cinematic technologies including THX-certified halls, multi-dimensional surround sound technology, 4DX, D-BOX motion seats, and more across Malaysia. Its 21-screen GSC Mid Valley Megamall holds the record for being the largest multiplex in Southeast Asia, and is the only theatre in the region equipped with an Onyx 3D Cinema LED screen.

Those seeking a more opulent and refined cinematic experience can choose GSC Signature's luxurious Gold Class or Premiere Class halls, while GSC Lite delivers urban-class cinema entertainment to smaller towns. For more information, log on to www.gsc.com.my or check out our social media on Facebook, Instagram, or Twitter @gscinemas for the latest updates.

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