PREMIER MAGAZINE ON GLOBAL CINEMA THEATRE & MULTIPLEX TECHNOLOGY

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# THEATRE WORLD

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## GDC and DTS Rolling Out

## DTS:X for IAB Immersive Audio

featuring

GDC dts X™

DTS:X for IAB

**Dr. Man-Nang Chong**

**CEO, Founder and Chairman of GDC Technology**

**Best-in-Class DTS:X Cinemas**

**CGS Cinema**

**Samsung Onyx LED**

**ScreenX**

**Bill Neighbors**

**Chief Content Officer of Xperi Corporation**

LOOK Cinemas:
Distraction-Free Dine-in Theatre Experience

CineStar Z Centar Croatia:
Captivating Supreme Experiences!!!

Chaplin Cinemas:
Largest Megaplex in Kazakhstan

Paragon Theaters:
A Pivotal Spot for Fenton

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Contemporising Barka Grand Center Mall

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Continues to Place it's 'Client First'

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dts X
Premium, immersive audio
dts.com

featuring

GDC dts X™

DTS:X for IAB

# Diskless SR-1000 Media Server

## Near-zero maintenance and minimal total cost of ownership

More than 18,000 units shipped!

## Key Benefits

### Built-in Options

- CineCache™ 2TB storage for incredibly fast 4x ingest speed during playback and fast transfer across IMBs; up to 15.1 channels cinema audio processor; DTS:X for IAB immersive audio decoder for 16- or 24-channel immersive audio system. Coming soon: up to 32-channel immersive audio system.

CACHE MEMORY

AUDIO PROC

### High Reliability

- Tested by SGS for 100,000 hours MTBF (Mean Time Between Failures) for high reliability.

### Supports the Playback of Thousands of Movies

- Simplify content management by adding a CA2.0 system for the highest degree of cinema automation and live-streaming library media server.

ULTRA storage

GDC Technology

Hong Kong • Beijing • Shenzhen • Barcelona • Dubai • Jakarta • Los Angeles • Mexico City • Mumbai • SãoPaulo • Seoul • Singapore • Tokyo



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featuring

GDC dts X™

DTS:X for IAB

# Powerful Built-in Cinema Audio Solutions with DTS:X for IAB Immersive Audio

Cost Saving

Space Saving

AUDIO PROC

No Installation

Easy Care

## Diskless SR-1000 Media Server

Near-zero maintenance and minimal total cost of ownership

DTS:X for IAB immersive audio decoder for

COMING SOON

**up to 32-channel** immersive audio system using Audio over Ethernet

AVAILABLE NOW

**up to 24-channel** immersive audio system

Powered by CineAppo

## Espedeo Supra-5000 Laser Projector

The world's smallest, quietest and lightest DCI-compliant projector designed for mini-theatres

DTS:X for IAB immersive audio decoder with a **15.1 cinema audio processor**

Espedeo Supra™

CTC

reddot winner 2020

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Powering your digital cinema experience

www.gdc-tech.com

## GDC and DTS Rolling Out:

# Game-changing Technology

**GDC and DTS have rolled out DTS:X for IAB Immersive Sound with the SR-1000 IMB. DTS:X replicates a real-world sound environment to transport the audience into a new level of sound immersion. With its built-in cinema audio capability of rendering up to 32-channels SR-1000 IMB is a pioneering audio solution. It offers several affordable options allowing exhibitors to save cost, space, installation and maintenance time.**

For over 20 years, GDC has been one of the most trusted partners in the cinema industry and has been recognised globally as a leader in integrated media block (IMB) technology. The SR-1000 is GDC's sixth-generation digital cinema media server designed for near-zero maintenance and minimal total cost of ownership. The overall system stability is ensured with built-in embedded power electronics used in medical and military products. The SR-1000 is certified for 100,000 hours MTBF by SGS, the world's largest testing and certifications company. Since its launch in 2018, more than 18,000 units of SR-1000 IMB are shipped worldwide.

DTS (originally Digital Theatre Systems) launched in 1993 with the release of *Jurassic Park* from Universal Pictures. The company's latest achievement is supporting the SMPTE immersive audio bitstream (IAB) standard. Since its inception, DTS has been dedicated to making the world sound better. In early 2015, the company unveiled DTS:X, its open, next-generation, immersive, multi-dimensional audio technology. DTS:X replicates a real-world sound environment to transport the audience into a new level of sound immersion and deliver a truly captivating entertainment experience within the cinema theatre. It provides numerous customisation options for cinema theatre owners and allows for a flexible speaker configuration that is suitable to the viewing space to more accurately convey the fluid movement of sound to create a richer entertainment soundscape.

DTS and GDC, the first licensee of DTS:X technology have collaborated for the past seven years to deliver this realistic cinematic experience. Today, GDC has over 1100+ screens installed and is rolling out DTS:X to screens worldwide including PVR Cinemas, the world's first and largest Samsung Onyx LED Cinema, ScreenX, CGS premium cinema, and more.

PVR Cinemas, a movie theatre chain in India and the market leader in terms of screen count in the country features GDC's DTS:X for IAB sound system at two screens in Mumbai and Hyderabad as it brings the latest immersive audio experience to audiences in India.

### SR-1000 Built-in 5.1/7.1 Audio Solutions

Since the launch in 2018, the robust SR-1000 has received excellent feedback and acceptance from the cinema industry. With its future-proof architecture, the SR-1000 offers several affordable options, including built-in diskless CineCache storage and built-in cinema audio processor designed for 5.1/7.1 surround sound. By selecting GDC's optional built-in cinema audio processor instead of an external audio processor, exhibitors can save cost, space, installation, and maintenance time. Despite the economic impact caused by the pandemic, the cumulative global sales for SR-1000 IMB with a built-in cinema audio processor have exceeded the forecast.

UME International Cineplex is one of the leading exhibitors in China. Its Beijing Shang Jing branch's CGS theatre features GDC's DTS:X immersive sound that moves around you like in real life.

B&B Theatres, the fifth largest theatrical exhibition company in the US, exclusively features DTS:X for its Grand Screen and Grand Screen with ScreenX; recognised as premier PLF concepts in North America.

### DTS:X for IAB Solutions

The immersive audio bitstream (IAB) solution is designed to fully support SMPTE's ST 2098-2, which represents a major milestone towards the goal of delivering a single interoperable immersive audio format

Shaw Theatres PLQ has the most screens in the East of Singapore. Its two Lumiere suites, the company's premium format halls, are equipped with state-of-the-art DTS:X for IAB cinema solutions.

for theatrical distribution. Supporting SMPTE's IAB will bring even more immersive content to the DTS:X screens worldwide - exactly as the filmmakers intended.

In February 2020, GDC and DTS jointly demonstrated the DTS:X for IAB cinema solutions to Hollywood studios and industry stakeholders in Los Angeles. In August 2021, GDC and DTS announced they signed a landmark agreement to deliver DTS:X for IAB solutions to existing and future DTS:X customers worldwide.

"Our collaborative work with DTS has never been interrupted over these years, not even during the pandemic. The engineers at GDC and DTS diligently develop the best immersive audio solutions for the exhibitors. We are delighted to see the rapid adoption of DTS:X IAB solutions by theatre owners." said Dr. Man-Nang Chong, Chief Executive Officer of GDC Technology Limited.

"DTS is proud to work with long-time collaborator, GDC, and our content and exhibitor partners to add Immersive Audio Bitstream (IAB) to

Hong Kong's My Cinema Yoho Mall is the world's first DTS:X theatre for IAB solutions.

Japan's largest-in-scale flagship cineplex cinema Sunshine premium "BESTIA" (BEST IMMERSIVE AUDIO VISUAL) theatre's auditoriums 5 and 6 are equipped with DTS:X, delivering the filmmakers' intended immersive experience.

In 2018, the world's first and largest Samsung Onyx LED cinema screen (14m) in Capital Cinema, Beijing Xidan, China installed DTS:X to provide audiences with a 360-degree sound experience.

the DTS:X ecosystem. DTS is approaching 30 years of providing sensational audio to audiences. We look forward to collaborating with stakeholders to rollout IAB to DTS:X theatres worldwide to continue that journey," said Bill Neighbors, Chief Content Officer of Xperi Corporation.

As a part of the process of rolling out DTS:X for IAB, exhibitors have the option to upgrade GDC's current DTS:X media servers to DTS:X for IAB designed to fully support the IAB standard. For new DTS:X installations, exhibitors can choose the SR-1000 with DTS:X for IAB

Independence Hall, South Korea's largest exhibition facility features the Samsung Onyx Cinema LED cinema screen with DTS:X to wow audiences with rich, realistic 3D sound.

ScreenX room at CinePlanet Salon, is one of three DTS:X enabled rooms at the premier location in Salon-de-Provence, France.

decoder for 16- or 24-channel immersive audio system to provide a true cinematic surround sound for a 360-degree audio experience.
GDC has upgraded all existing DTS:X screens in Hong Kong and Singapore cinemas, and selected cinemas in US and Europe to support DTS:X for IAB content. In addition, GDC has completed the IAB upgrade for two DTS:X screens in Korea CGV Cinemas Juan Station and two DTS:X cinemas at PVR Cinemas. GDC supports IAB for the existing and future DTS:X immersive sound installations, demonstrating the long-term commitment from GDC and DTS to enhance the DTS:X sound experience in cinemas worldwide.

At CinemaCon 2022, it was unanimous that the SR-1000 IMB with the built-in cinema audio capability of rendering up to 32-channels of DTS:X immersive audio and AES67 networked audio that supports the IAB standard will be a game-changing audio solution. At Big Cine Expo 2022, GDC will also showcase the built-in 32-channel DTS:X for IAB solution.

The MEGA auditorium features DTS:X immersive audio at Arena Cinemas in Geneva, Switzerland.