

ShoWest 2003, Las Vegas, USA, March 3, 2003

GDC TECHNOLOGY ANNOUNCES NEW 2K RESOLUTION DSR™ ENCODER AND SERVERS FOR DIGITAL CINEMA

ShoWest, Las Vegas, NV (March 3, 2003) - GDC Technology Limited is pleased to announce that its DSR™ Digital Film Agile Encoder and Servers are now supporting 2K picture resolution. The DSR™ Digital Film Servers will continue to support the existing high data-rate HDTV content such as 1080p 24 frame-per-second and 720p 60 frame-per-second high quality HDTV images.

GDC Technology's DSR™ Encoder and Servers were used in Texas Instruments' 2K prototype demonstrations at Entertainment Technology Center's Digital Cinema Lab, Hollywood from Feb 19-21. The demonstration marks an important milestone in digital cinema, as previously the digital film exhibition was limited to HDTV resolution. Texas Instruments will use the 2K Ready, DSR™ Encoder and Servers in its various demonstrations and screenings during ShoWest.

DSR™ Digital Film Server is a software-based in-theater server for pre-show entertainment, HDTV live event, and digital cinema applications. The Server performs 128-bit AES decryption, decoding and Texas Instruments' CineLink™ re-encryption in software. With the emerging digital cinema standards being discussed by various groups, a software-based server is the best possible way to safeguard your investment because it can be conveniently updated with the evolving compression algorithms and new digital cinema requirements. The range of DSR™ Digital Cinema products are engineered by the award winning scientist who invented REVIVAL DIGITAL® digital film processing system that was used in the production of Twentieth Century Fox (2002) "Kung Pow: Enter the Fist" and digital mastering of numerous movies including New Line Cinema (1995) "Seven". DSR™ Digital Film Server is operable with leading DLP Cinema™ projectors and seamlessly integrates with existing theater automation.

In addition to the Digital Cinema Servers, GDC Technology is now launching a new DSR™ Z server for pre-show entertainment and electronic cinema applications. The DSR™ Z server can be easily upgraded to a full-fledge digital cinema server. It promises to create new revenue generating streams for the theater owners with capabilities to showcase live sport events, on-screen target specific advertisements, concerts and other alternative contents in the theaters. At ShoWest this year, GDC Technology will be demonstrating its full range of DSR™ solutions at booth 1226-1228. Dr Man-Nang CHONG, the CEO and CTO of GDC Technology Ltd will also be presenting the software technology used in the 2K Ready, DSR™ products at ShoWest "Digital Cinema - Today and Tomorrow" seminar on March 5, 2003.

About GDC Technology Ltd

Founded in 2000, GDC Technology Limited ("GDC Technology") is a member of the Global Digital Creations Holdings Group. GDC Technology pioneers digital postproduction, distribution and exhibition technologies. Known for its commitment to innovative engineering work, quality products and state-of-the-art technology, GDC Technology offers solutions in film transfer, digital distribution and exhibition of films, and digital onscreen advertisement. In September 2001, GDC Technology successfully demonstrated the satellite transmission of Columbia Pictures' "Final Fantasy" to digital cinema theaters in Beijing and Shanghai based

on its proprietary end-to-end digital cinema equipment. GDC Technology has built the first digital cinema theaters in China using DLP Cinema™ projector and its proprietary DSR™ Digital Film Server. The DSR™ Digital Film Server is capable of playing back HDTV live-feed and encrypted, progressive MPEG2 4:2:2 digital films at higher than 65Mbps data rate with Texas Instruments' CineLink™ encryption. The latest addition, the DSR™ Z Server offers cinema operators affordability of a pre-show and e-cinema server with room and flexibility for upgrading to full-fledge digital cinema server.

For More Information, please contact:

Hong Kong:

Ms. Raina Lodha
GDC Technology Limited
Fax. +852 2579 1131
Email: raina@gdc-tech.com

China

Ms. Sharmir Qin
IDMT (Shenzhen) Limited
Fax. +86 (755) 2655 7677
Email: sharmir@gdc-tech.com

Singapore

Ms. Sharon Ang
GDC Technology Private Ltd
Fax. +65 6222 1089
Email: sharon@gdc-tech.com