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GDC Delivers SA-2100 Digital Cinema Servers for Series 2 DLP Cinema® Projectors – The World’s First Installation of Digital Cinema Servers with Series 2 DLP Cinema® Projectors

Hong Kong (March 1, 2010) – GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to introduce the new “S2 Upgrade” for all SA-2100 Digital Cinema Servers, the first digital cinema servers to be commercially deployed with the new generation of Series 2 DLP Cinema® projector. Pioneered on the highly successful SA-2100 series of digital cinema servers, the “S2 Upgrade” provided by GDC allows customers to seamlessly connect the acclaimed SA-2100 servers to the next generation Series 2 DLP Cinema® projector similar to the legacy “Series 1” DLP Cinema® projector.

The S2 upgraded SA-2100 servers are designed to meet all Digital Cinema Initiatives (DCI) specifications and provide an upgrade path to 4K digital cinema with the lowest cost of ownership and practically no disruption to the existing digital cinema installations with both legacy and Series 2 DLP Cinema® projectors.

GDC being the pioneer in digital cinema server technology invented the first software-based digital cinema server in year 2000 and continues to provide upgrade paths to our customers throughout the decade. Today, GDC continues to lead the industry in innovation with its S2-projector-compatible digital cinema servers. The S2 upgraded digital cinema server provides integration with the new security features built inside the Series 2 projectors and supplies real-time subtitle rendering for the Series 2 projectors which currently rely on digital cinema server to provide subtitle images. The S2 upgraded SA-2100 server features options for Integrated Media Block (“IMB”) with selected Series 2 DLP Cinema® projectors or external Media Block (“MB”) that resides in the digital cinema server.

Since January 2010, GDC has received purchase orders amounting to hundreds of SA-2100 servers to be installed with Series 2 projectors. GDC started shipping S2 upgraded SA-2100 servers in February and these new SA-2100 servers have been installed with Series 2 projectors in cinemas in US and Asia where the digital conversions are sponsored by Hollywood VPF programs.

“Once again GDC is quick to respond to the technology shift in the evolving digital cinema industry and brings to its customers the best and latest in digital cinema technology,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “That GDC’s SA-2100 series of servers can be upgraded so swiftly to work with Series 2 projectors exemplifies not only our technology foresight, but also our belief in ensuring our customers’ technology investment is always future-proof. Exhibitors opting for GDC can now have a peace of mind and wait for the arrival of 4K upgrade option, while in the mean time giving their audiences the best from Series 2 projectors.”

About GDC Technology (<http://www.gdc-tech.com>)

GDC Technology (“GDC”) is a subsidiary of the Hong Kong publicly listed company - Global Digital Creations Holdings Limited. As one of the leading global solution providers for digital cinema, media delivery and display markets, GDC has successfully delivered and installed digital cinema servers and advanced digital signage systems worldwide. GDC is currently the largest supplier of cinema servers throughout Asia and the second largest provider of cinema servers worldwide, serving its customers through offices in the US, Singapore, Hong Kong and China. GDC also holds Virtual Print Fee (“VPF”) agreements with major US studios and acts as a third-party for the major deployment of digital cinema systems in Asia.

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