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GDC TECHNOLOGY, BARCO AND SHOWBOX PRESENTED 2K RESOLUTION DIGITAL MOVIE AT SHOWEST

ShoWest, Las Vegas, NV (March 23, 2004) —The leading developer of digital cinema solutions — GDC Technology and Barco together with Showbox, Korean leading film distributor brought to ShoWest clips of a full-feature length Korean Blockbuster “Taegukgi” in 2K picture resolution using GDC Technology’s 2K DSR™ Digital Film Server and Barco’s DP100 2K DLP Cinema™ projector. The presentation of the 2K content took place at Barco’s booth at ShoWest. The movie, “Taegukgi” is currently rewriting new box office record in Korean film history with more than 10 millions attendances have been recorded to date.

The USD15mil budgeted Korean Blockbuster “Taegukgi” was acquired on traditional 35-mm celluloid and digitally converted into 10-bit log cinenon data files. The eight reels of data files were subsequently fed into GDC Technology’s 2K DSR™ Digital Film Agile Encoder with uncompressed 6-channel PCM audio data files for encoding and packaging.

“All the past commercial screenings of digital movies using Texas Instruments’ 2K DLP Cinema™ projectors were shown with content digitally mastered for 1.3K or at best HDTV picture resolution, the movie-goers can now fully appreciate the beauty of a 2K digital cinema with the availability of 2K content”, said Dr Man Nang CHONG, GDC Technology’s CEO.

“We at Barco are proud to be associated with GDC and Showbox to bring “Taegukgi” to ShoWest as another example of the innovation and excellence in visualization that is so engrained in our hearts. This partnership and cooperation across all continents is another great step in bringing the best cinema has to offer to the movie going Patron” Sjoerd De Clerck, Managing Director Barco Digital Cinema said.

GDC Technology’s DSR™ Encoder and Servers were used in Texas Instruments’ 2K prototype demonstrations at Entertainment Technology Center’s Digital Cinema Lab, Hollywood and ShoWest’03 Las Vegas in February and March 2003 respectively. The demonstration marks an important milestone in digital cinema, as previously the digital film exhibition was limited to HDTV resolution.

About GDC Technology Limited

GDC Technology Private Limited is a Singapore incorporated company. It is a

subsidiary of the Hong Kong Public Listed Company - Global Digital Creations Holdings Limited. GDC Technology pioneers digital post-production, delivery and presentation technologies. Known for its commitment to innovative engineering work, quality products and state-of-the-art technology, GDC Technology offers solutions on film transfer, post-production, delivery and presentation of digital content.

GDC Technology has successfully delivered and installed more than 25 digital cinema theatres in China, Hong Kong, Singapore, Taiwan, Thailand, United Kingdom, Korea and US with more than 50 full-feature digital films released. GDC Technology is in the process of installing another 4 fully equipped 2K digital cinema multiplexes consisting of 16 digital cinema screens in Singapore.

For more information on GDC Technology, visit www.gdc-tech.com.

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About Barco

Barco, an international company headquartered in Kortrijk, Belgium, is active in three key areas of imaging technology. Barco designs and develops solutions for large screen visualization, display solutions for life-critical applications, and systems for visual inspection. Barco has a network of subsidiaries, distributors and agents in almost 100 countries. Barco is quoted on Brussels/Euronext and is a BEL 20 and a next 150 company. [http:// www.barco.com/projection.systems](http://www.barco.com/projection.systems).

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