



FOR IMMEDIATE RELEASE:

GDC Sets the Bar High for Industry with its Latest Media Servers

The company anticipates great interest from cinema owners at CineEurope from its new generation of integrated media solutions

BARCELONA, June 21, 2017 – GDC Technology Limited, a leading global provider of digital cinema solutions, today announced that it will showcase its latest media server lineup during CineEurope 2017. For the past 17 years, GDC has been at the forefront by introducing first-to-market solutions to the cinema industry, quickly becoming a leading pioneer of integrated media block (IMB) technology. Since the company's inception, 52,000 cinema media servers have been shipped worldwide. Furthermore, GDC has the largest installed base of digital cinema servers in the Asia-Pacific region.

During CineEurope 2017, GDC will showcase its latest IMB product line – the SR-1000, the SX-4000, the SX-3000, along with showcasing an advanced storage solution. Since 2000, thousands of cinema operators across the globe have chosen GDC due to its unprecedented dedication to launching innovative digital cinema solutions.

“Developing new technologies for the cinema industry is unique in that it requires constant communications with exhibitors, distributors and the creative community. From our first day, GDC has constantly worked with our industry partners to deliver new products from their input. The launch of our new SR-1000 IMB to our line-up of digital cinema servers provides the industry with a wider selection of solutions to meet their needs or solve their issues,” said Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited.

SR-1000 Standalone IMB®

The SR-1000 is the company's new sixth-generation digital cinema media server, which has been designed for near-zero maintenance and minimal total cost of ownership. The new system has been manufactured with embedded power electronics also used in military products for total reliability, and has a cache memory which enables it to playback content without the need for HDD storage. Furthermore, the SR-1000 has been designed to integrate seamlessly with audio products, including high-performance cinema processors.

SX-4000 Standalone IMB®

With cinemas everywhere introducing their audiences to the wonders of immersive sound, GDC and DTS® worked together to offer DTS:X® premier immersive audio sound. Together, the SX-4000 Standalone IMB and XSP-1000 Cinema Processor comprise the GDC Immersive Sound Solution. The award-winning* SX-4000 is fully DCI compliant and features an built-in decoder for real-time rendering of DTS:X immersive sound across 16 channels, plus two auxiliary channels for special purpose signals, providing audiences worldwide with a rich, full audio experience.

Other innovative features include improved hardware for faster processing and a higher bitrate for decoding images and audio files. Thanks to the built-in DTS:X decoder, the SX-4000 transcends 5.1/7.1 audio with upmix capability for alternative and pre-show contents, so audiences can experience height and elevation effects, giving a much more immersive audio experience than traditional surround sound systems.





SX-3000 Standalone IMB®

GDC designed and manufactured the industry's first standalone IMB, eliminating the need for an external file server – the SX-3000. Boasting simplicity, flexibility, and ease of use, this standalone IMB has raised the standard for digital cinema solutions.

Fully DCI-compliant, this model will help lower maintenance and operation costs for cinema operators because there is no need for an external file server, while enabling long-distance content streaming. As well as possessing a certified HDMI input with broadcast-quality image scaling, the SX-3000 offers High Frame Rate capability in both 2D and 3D and all image resolution, including SD, HD, 2K, and 4K, and keeps installation and operating costs to a minimum.

Enterprise Series Storage with a Maximum Capacity of 32TB

In a concerted effort to improve movie content management, GDC has increased the maximum RAID 5 storage capacity of its state-of-the-art Enterprise Series Storage to 32TB, which greatly improves movie content management. The storage solution provides up to 32TB of redundant hot swappable storage and the system is fully compatible with GDC IMB, TMS, and LMS devices.

Find Out More

Please contact Cristina Vázquez at cristina.vazquez@gdc-tech.com or by calling +34 618 376 273 to schedule an appointment from June 19 to 22 during CineEurope 2017 to learn more about the features and benefits of innovative products from GDC Technology.

**GDC SX-4000 IMB received the Digital Cinema Report Catalyst Award for Best New Technology at CinemaCon 2016*

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. GDC Digital Cinema Network Limited, a GDC subsidiary, manages VPF for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide. For more information, please visit www.gdc-tech.com

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