



**FOR IMMEDIATE RELEASE:**

## **Classic Cinemas Strengthens Strategy Partnership with GDC**

**Classic Cinemas converts additional screens to GDC featuring DTS:X immersive sound at five locations as part of company's strategy to provide an outstanding moviegoing experience**

**BURBANK, Calif., November 22, 2017** -- GDC Technology Limited, a leading global provider of digital cinema solutions, announced today that Classic Cinemas, one of the most innovative theatre circuits in the nation has agreed to expand its immersive audio technology strategy with the [GDC Immersive Sound Solution](#) featuring DTS:X® technology as part of an overall renovation to include luxury recliners and other VIP amenities.

Based on overwhelming audience approval, Charlestown 18 (St. Charles, IL) will increase the number of immersive sound auditoriums from two to six. In addition, four of the circuit's historic locations, Cinema 12 (Carpentersville, IL.), Lake Theatre (Oak Park, IL.), North Riverside Luxury 6 (North Riverside, Ill.) and York Theatre (Elmhurst, IL.), will each upgrade three auditoriums to immersive sound. As a worldwide DTS:X licensee, [GDC Technology](#) will lead the effort to enhance all 16 auditoriums.

DTS:X technology is designed to transport audiences into a new dimension of sound immersion by moving sound objects to and through specific locations - in front of, behind, above and beside the audience - precisely where the creator intended. The inherent flexibility of DTS:X provides Classic Cinemas with the ability to offer their customers a compelling immersive experience by replicating a real-world sound environment.

"We have never sacrificed our commitment to installing the latest amenities," said Chris Johnson, CEO of Classic Cinemas. "We have paid particularly close attention to the latest technologies in sight and sound throughout our long history. As part of our mission to provide the outstanding experience we are known for and our customers deserve, we are quickly moving forward with upgrading 16 auditoriums with DTS:X immersive sound and other luxury amenities."

According to Tony Adamson, GDC senior vice president, strategic planning, DTS:X offers Classic Cinemas a sound experience like no other and will set them apart from competitors. "For 17 years, GDC has worked with the industry to provide a wide-range of reliable digital cinema solutions. This commitment by Classic Cinemas proves audiences are the true winners when partners work together to improve the moviegoing experience," said Mr. Adamson. "DTS:X allows Classic to uphold their three-decade-long tradition of putting the customer first."

For more information about GDC Immersive Sound Solution and the latest GDC products and services, visit our [website](#).

### **About GDC Technology Limited ([www.gdc-tech.com](http://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 VPFs for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide.

#### **About Classic Cinemas**

Classic Cinemas, based in Downers Grove, Illinois, is a family-owned business, run by Willis, Shirley and Chris Johnson. It was started in 1978 with the operation of the Tivoli Theatre in Downers Grove. In 2011, Classic Cinemas received the Landmark Illinois Richard H. Driehaus Foundation Preservation Award for Stewardship. In 2012, all auditoriums were updated with enhanced 4K digital projection. The company today operates 14 theatres in 13 communities. For more information, please visit [www.classiccinemas.com](http://www.classiccinemas.com).

#### **About DTS, Inc. ([www.dts.com](http://www.dts.com))**

Since 1993, DTS, a wholly owned subsidiary of Xperi Corporation (Nasdaq: XPER), has been dedicated to making the world sound better. Through its pioneering audio solutions for mobile devices, home theater systems, cinema, automotive and beyond, DTS provides incredibly high-quality, immersive and engaging audio experiences to listeners everywhere. DTS technology is integrated in more than two billion devices globally, and the world's leading video and music streaming services are increasingly choosing DTS to deliver premium sound to their listeners' network-connected devices. For more information, please visit [www.dts.com](http://www.dts.com).

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