



FOR IMMEDIATE RELEASE:

GDC Technology Heralds a New Era for Cinema Operation with its 6th Generation SR-1000 Media Block

SR-1000 Standalone Integrated Media Block with Cinema Automation CA2.0 offers a future proof solution, enabling fail-safe operation and significantly reduces the cinema operation expenses

LAS VEGAS, April 23, 2018 -- GDC Technology Limited, a leading global provider of digital cinema solutions, unveiled today its groundbreaking 6th generation integrated media block (IMB) and cinema automation system to the cinema industry at CinemaCon 2018 held from April 23 to 26.

SR-1000 Standalone Integrated Media Block™

By leveraging on GDC's 18 years of R&D in media server and its profound knowledge in cinema operations, [SR-1000](#) IMB is designed from scratch by using the latest and most powerful semiconductor and power electronics used in medical and military products. SR-1000 is a very important milestone for GDC and cinema operations with a number of breakthrough features. It introduces a new feature known as CineCache™ (built-in cache memory) that allows content playback in the absence of a local HDD storage. Another important feature is Ultra-Storage that enables the content management and playback of over a thousand movies from a central server with CA2.0 technology. The elimination of content ingestion to each and every auditorium's media server is an important breakthrough in cinema operation; it significantly reduces downtime and saves both time and money. SR-1000, which uses semiconductors designed for medical and military products, recently passed the most stringent QA program conducted by the world's leading inspection, verification, testing and certification company. SR-1000 IMB also received Digital Cinema Initiative (DCI) compliance in March 2018.

SR-1000 and SX-4000 feature a completely new user interface (UI), enabling SMS to be used remotely through a web browser. By detaching the UI from a touchscreen monitor that is closely tied to the IMB, the SMS can now run remotely on a cellphone, iPad®, tablet, laptop or PC with a browser.

The SR-1000 IMB seamlessly integrates with series 1, 2 and 3 DLP Cinema® projectors including Barco, Christie and NEC which will be demonstrated at CinemaCon 2018. This latest technology designed for near zero-maintenance is made available to all the three generations of projectors using one common media server UI.

Cinema Automation 2.0 (CA2.0)

The revolutionary [Cinema Automation CA2.0](#) from GDC is the first-ever centralized solution to provide comprehensive automated management of content storage and playback, show scheduling, power supply and screening quality – providing exhibitors the best solution to save time, effort and cost. CA2.0 works seamlessly with GDC's SR-1000, SX-3000 and SX-4000 IMBs.

GDC CA 2.0 incorporates the SCL-2000 Centralized Storage Playback Solution, an integrated centralized storage and playback system designed to streamline content management, and leverages machine intelligence to increase efficiency by several orders of magnitude while dramatically reducing the need for human intervention. The SCL-2000 is truly a game-changer in that it is the world's first solution that is capable of playback of 1,000 movies to as many as 14 screens from a centralized server, greatly increasing programming flexibility and eliminating the need for local storage.

The combined solution of SR-1000 IMB and Cinema Automation CA2.0 is the world's first local HDD storage-free solution to increase efficiency and quality of cinema management. Both SR-1000 and Cinema Automation CA2.0 are available in market for order now; CA2.0 has already been deployed and proven with 20 multiplexes with SR-1000, SX-3000 and SX-4000 IMB in China, Hong Kong, India, Malaysia, Singapore and US.





“This is one of the most important milestones in GDC history,” said Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited. SR-1000 and CA2.0 are a quantum leap in digital cinema operation based on DCI specified media server. It took nearly three years to develop the most efficient media server solution to integrate with every DLP Cinema® projector model from the original Series 1 to the upcoming Series 3 platform. We are honored to herald the cinema operation into a new era.”

Be amazed by the showcase

Live demonstrations of a 14-screen megaplex with the CA2.0 and SR-1000 and SX-4000 IMB will be staged at the GDC futuristic booth from April 24 to 26 to showcase this unparalleled product solution.

Find Out More

To discover more about the numerous benefits of the innovative CA2.0, SR-1000 and SX-4000 IMB, along with other GDC digital cinema products, visit GDC at Booth #2103A at CinemaCon 2018 from April 24 to 26 at Caesars Palace.

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 VPFs for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide.

Trademarks

Standalone Integrated Media Block and CineCache are trademarks or registered trademarks of GDC Technology Limited. All other trademarks remain the property of their respective owners.

Media Contact: Tony Adamson
Email: tony.adamson@gdc-tech.com
Phone: +1 (214) 686-0491

