



FOR IMMEDIATE RELEASE:

GDC Technology Announces Ubernization of Cinema with GOGOCINEMA

GOGOCINEMA makes it possible for audience to enjoy all genres of movies, current or past-releases from independent films to major blockbusters on the big screen, when and where they want.

LAS VEGAS, April 2, 2019 – GDC Technology Limited, a leading global provider of digital cinema solutions announced today at CinemaCon it is launching the GOGOCINEMA™ On-Demand-Platform and its App in the second half of this 2019. GOGOCINEMA was introduced at last year’s largest movie convention to rave reviews for its innovative technology to attract the moviegoers of all ages by using an easy and convenient platform not only to book a theatre on the network, but also to see a movie of their choice listed on the platform from any handheld device or computer.

“It’s no secret that we’re in a period of remarkable change with regards to how we consume entertainment. As an industry, we have to face the fact that millions of people are playing games, watching videos online and streaming music and even movies at all times of the day and night” said Dr. Man-Nang Chong, founder, chairman and CEO of GDC Technology Limited. “We launched GOGOCINEMA to provide a platform for consumers to watch a movie of their choice on the big screen, at the theatre they prefer and at a time convenient for them. GOGOCINEMA is a paradigm shift from the cinema entertainment’s business model of content-push to content-pull where consumers can see what’s currently playing at their favorite theatre or any of the thousands of movies listed on the GOGOCINEMA platform.”

The GOGOCINEMA APP is modeled after home streaming platforms by offering consumers full access to the content, while letting them decide what, when and where they want to see it, but on the big screen as intended by the filmmakers. The difference is there is no paid-subscription fee. The App is free to download and features such benefits as notifications about the upcoming movies, an app analytics tool, a social element to build a community of devoted and engaged active moviegoers and a wide variety of movie content.

GOGOCINEMA will be launched in various cinema sites across Asia through 2019.

- In Singapore, in conjunction with GOGOCINEMA’s launch of its Cinema-On-Demand platform, Golden Village Multiplex, Singapore’s largest cinema chain, will participate in the launch at its upcoming new site in downtown Singapore. With the growing sophistication in film consumption from moviegoers, the Cinema-On-Demand platform will cater to a wide selection of content for today’s audiences, offering variety and creating choices.
- In Malaysia, Golden Screen Cinemas (GSC), the largest cinema chain in the country and GOGOCINEMA are collaborating to create a Cinema-On-Demand experience for Malaysian market and are working together at upcoming sites in 2019. GSC will also be the first to implement the Cinema-On-Demand platform, which will enhance GSC capabilities to provide choice and convenience to their cinema audiences.
- In China, GOGOCINEMA has collaborated with Shanghai Redstar Macalline Pictures Development Co. Ltd, one of the leading exhibitors in China. After initial launch in 2019 at Redstar Shanghai sites, it will be gradually launched across different cities in China, to provide the Chinese audiences the opportunity to enjoy a new cinemagoing experience with mass, differentiating compelling content and unique screening option.





The Uberization of cinema has begun.

GOGOCINEMA is the first company in the cinema industry to bring all the stakeholders together on one platform. Exhibitors shall be equipped with the Uber-like, full-automation CA2.0 system and live-streaming library media server so that there is no additional operation overhead in manning a Cinema-On-Demand service in their selected cinemas. GOGOCINEMA is designed to enable higher utilization of cinema and help generate additional revenue at every state of a movie title's life cycle.

Find Out More

Visit GDC from April 2 to 4 during CinemaCon 2019 at booth #2103 in the Augustus Ballroom to learn more about the features and benefits of GOGOCINEMA.

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. Since 2009, GDC Digital Cinema Network Limited, a GDC subsidiary, has managed VPFs for over 6,300 theatre screens and with more than 650 studios or motion picture distributors worldwide.

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