



Barco and GDC unveil integrated media block for digital cinema at CineAsia

CINEASIA, Hong Kong (December 7, 2009) – Digital cinema pioneer Barco and digital cinema solution provider GDC Technology (“GDC”) are proud to announce that GDC’s Integrated media block (“IMB”) can be seamlessly integrated into Barco’s cinema projectors. Barco and GDC showcase this industry leading technology on the show floor at CineAsia, running from 8 until 10 December in Hong Kong.

In recent years, long-standing partners GDC and Barco have realized some 1000 digital conversions in China. As a further proof of the two companies’ strong relations, the GDC IMB can now be fully integrated into Barco’s digital cinema projectors.”

“We are very happy to continue our strong partnership with Barco, and to offer the digital cinema industry a total solution with an integrated media block” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “The GDC media block has been designed to meet the DCI v1.2 Specification Media Block in Projector Configuration and supports 12-bit X’Y’Z’ uncompressed playback for resolutions up to 4K. It further features lesser perimeter of security for content and keys compared to an external media server solution and requires less cabling between the media block and storage server.”

Frank Christiaens, President of Barco for Greater China Region continues: “With the IMB integrated in a Barco projector, customers are sure of a compact, future-proof digital projection solution based on Texas Instruments’ Enhanced DLP Cinema® technology. We truly value our long-standing partnership with GDC and the integration of the GDC media block into our projectors confirms our joint commitment to the Chinese marketplace.”

Barco and GDC showcase the integrated media block at CineAsia, Hong Kong, from 8 until 10 December, booth #301.

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