



GDC inks deal with Broadway Circuit to deploy digital cinemas under VPF scheme

CINEASIA, Hong Kong (December 8, 2009) – GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to announce that it has struck a deal to supply DCI-compliant digital cinema equipment to Broadway Circuit under the VPF scheme. In Asia, GDC currently holds the most number VPF agreements with major Hollywood Studios which include 20th Century Fox, Paramount Pictures International, Sony Pictures Entertainment, Universal Pictures International and Walt Disney Studios Motion Pictures International. Exhibitors opting for digital roll-out under the VPF scheme will enjoy the benefits of lesser capital outlay as the participating studios will make financial contributions for a limited time towards the DCI-compliant digital equipment cost incurred in the rollout. GDC’s roll-out package under the VPF scheme is possibly the best choice available for Asian exhibitors as it offers the combined benefits of quality products from GDC as well as financial support from major Hollywood studios.

With 32 systems already installed at 12 cinema sites, Broadway Circuit has been a loyal customer of GDC. This contract will see other 18 GDC systems to be installed by the end of 2010. Established in 1950s and operated by Edko Films Ltd, Broadway is currently the largest cinema circuit in Hong Kong, with 60 screens over 12 cinemas in the territory. “Having picked GDC as the working partner for our digital roll-out program is a real blessing as it has given us many years of reliable hassle-free service,” said Tessa Lau, Executive Director of Broadway Theatre Company Limited. “It is real good news to us that GDC is offering this new VPF scheme at a time when we are expanding our digital installations; this will cut down heaps on our capital outlay.”

“We are glad that more exhibitors are beginning to recognize the benefits of GDC’s VPF scheme: significant cost-saving in digital conversion and the offer of a sustainable roll-out strategy,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “GDC firmly believes VPF is the way to go and we are all ready to help exhibitors who want to go digital reap the benefits of this wonderful scheme.”

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