



FOR IMMEDIATE RELEASE

Altitude 360 London selects GDC for server deployment

CINEMA EXPO, Amsterdam (23 June, 2010) – GDC Technology (“GDC”), a world leading digital cinema solution provider, is pleased to announce that London’s Altitude 360, an iconic venue for corporate and private events famed for its astonishing 360° views over the heart of London, has opted for GDC servers in its recent upgrading program. London-based Future Projections was chosen to carry out the project work which involved GDC’s SA-2100A servers as well as Barco’s DP1200 projectors.

Opened in September 2007 and situated high on the 29th floor of the Millbank Tower, Altitude quickly rose to fame and became the most sought-after venue in London for holding both corporate and private events. With a floor area of just under 15,000 sq ft and a capacity of 1,200 people, this chic and stylish event space boasts the latest IT technology and comes complete with a 350-seat state-of-the-art Digital Cinema, the Millbank Cinema and Media Centre. This world renown screening and dedicated presentation venue underwent a complete upgrading this year to get up-to-date with the latest 2D and 3D digital cinema technology in a bid to meet the increasingly sophisticated customer needs.

Since entering a strategic partnership in 2009, Future Projections and GDC have worked closely together on a number of projects in UK with the Altitude project being the one most recently completed. “The GDC server and Barco projector combination provides a perfect package that offers unrivalled advantages: superb reliability, low cost of ownership, and great functional flexibility,” said Future Projections’ Peter Hall. “This combination has worked well for a number of mixed corporate/D-cinema installations implemented by us and our clients were very impressed by the cost-effective solution we delivered that fully addressed their digital needs.”

“It is indeed an unusual honor for us to work on a project with Altitude 360, the winner of Most Unusual Venue UK 2010,” said Dr. Man-Nang CHONG, founder and CEO of GDC Technology. “This is yet another high profile venue secured under the GDC-Future Projections partnership and also another one joining our rapidly growing list of UK customers. We are encouraged by the market response in UK and feel optimistic to achieve the same as we expand into the European market.”

About GDC Technology (<http://www.gdc-tech.com>)

GDC Technology (“GDC”) is a subsidiary of the Hong Kong publicly listed company - Global Digital Creations Holdings Limited. As one of the leading global solution providers for digital cinema, media delivery and display markets, GDC has successfully delivered and installed digital cinema servers and advanced digital signage systems worldwide. GDC is currently the largest supplier of cinema servers throughout Asia and the second largest provider of cinema servers worldwide, serving its customers through offices in the US, Singapore, Hong Kong and China. GDC also holds Virtual Print Fee (“VPF”) agreements with major US studios and acts as a third-party for the major deployment of digital cinema systems in Asia.

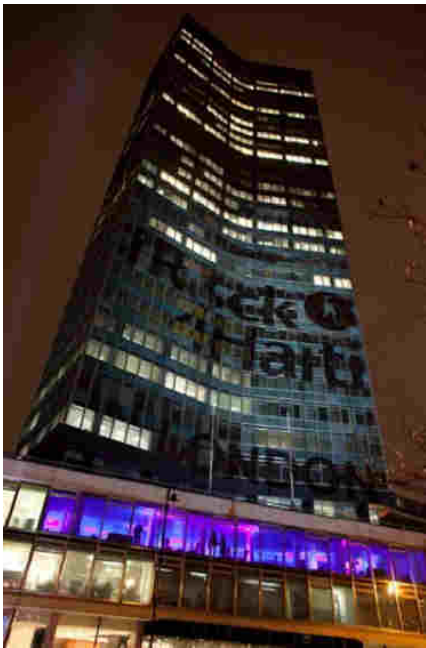
About Future Projections (<http://www.fproj.com>)

Future Projections has been servicing the Audio Visual and Cinema needs of its customers for more than 20 years. Over the past ten years, they have specialised in specialist and unusual venues, with a focus on screening rooms. Similar facilities have been designed and installed for Warner Brothers, The Soho Hotel, Charlotte and Covent Garden Hotels, The Courthouse, The Hospital, Moving Pictures and a large number of high end private venues and education facilities.



GDC Media Contact:
Connie Wong
GDC Technology
Unit 1-7, 20th Floor, Kodak House II,
39 Healthy Street East, North Point, Hong Kong
Fax: (852) 2579 1131
Email. connie.wong@gdc-tech.com

Future Projections Media Contact:
Karen Pitman
Future Projections
Tel: (44) 20-8766-7100
Email: office@fproj.biz



Altitude 360, UK (London)

