



FIRST 3D DIGITAL CINEMA LAUNCHED IN SINGAPORE AND SOUTHEAST ASIA

- S'pore Discovery Centre's latest investment of \$260K delivers more than an exciting cinematic experience -

SINGAPORE – (October 1, 2006) – The first local movie theatre that screens digital 3D movies is now running at S'pore Discovery Centre (SDC). With an investment of \$260K, SDC hopes the newly acquired digital projector for 3D movies will provide audience at the iWERKS Theatre a more realistic and unforgettable movie experience.

The move to upgrade the iWERKS Theatre, after the one-and-half year, \$25 million renovation of the exhibition galleries within SDC, is an effort to continuously update and upgrade the services and facilities at SDC, to stay competitive in the industry.

Featuring one of Singapore's largest flat screens, the 344-seat iWERKS theatre is now home to the world's brightest Digital Cinema projector – the Christie CP2000. Unlike traditional 3D theatres that use films, the new generation of Digital 3D technology made use of servers to display excellent high quality 3D effects.

"The new projector has no mechanical component because it is all electronic. Thus it is easier to maintain as there will be less wear and tear, and it is more cost effective. Compared to conventional 3D projectors, the Christie CP2000 does not need threading and set-up is fast and hassle free," says Jordan Woo, General Manager of SDC.

"According to recent statistics, digital 3D screenings resulted in more than average earnings per screen than 2D releases. This means that Digital 3D technology can boost a movie's appeal and draw moviegoers back to theatres as the cinematic experience is far more realistic and compelling from conventional 2D movies," comments Lin Yu, vice president of sales, Christie Asia Pacific. "By using the latest in Digital 3D technology, SDC will definitely uphold its position as Singapore's foremost edutainment hub."

About iWERKS@SDC

The 344-seater iWERKS Theatre is one of the “must-see” attractions in SDC. With a five-storey high giant screen measuring 43-by-56 feet and world class audio systems, the theatre offers an unforgettable and exciting cinematic experience. For more information, visit www.sdc.com.sg/iwerks

About Christie

Christie is a leader in visual solutions for world-class organizations, offering diverse applications for business, entertainment, and industry. A leading innovator in film projection since 1929 and a pioneer in projection systems since 1979, Christie has established a global reputation as a total service provider and the world's single source manufacturer of a variety of display technologies and solutions. Christie solutions are used in over 75,000 locations worldwide, including more than 10,000 projectors and displays networked with ChristieNET™ networking devices. For more information, visit www.christiedigital.com

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For more information, please contact:

Charlie Tay
Director, Marketing
S'pore Discovery Centre
DID: 6668 0337
Hp: 9622 6681
Charlie_tay@sdc.com.sg

Lim Chui Kiang
Senior Executive, Marketing (Marcom)
S'pore Discovery Centre
DID: 6668 0364
Hp: 9792 5943
Chuikiang_lim@sdc.com.sg