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**EXPERIENCE NEW DIGITAL 3D AT GV VIVOCITY WHEN YOU WATCH 'MONSTER HOUSE' THIS  
NOVEMBER**

*Singapore's Number One Movie Destination Embraces the Kodak and REAL D Digital 3D Cinema Solution*

**SINGAPORE, 2 November 2006** — Singaporeans will have the chance to experience the revolutionary Real D Digital 3D version of '*Monster House*' when it opens exclusively in GV VivoCity on 9<sup>th</sup> November, 2006. Produced by visionary executive producers Robert Zemeckis and Steven Spielberg, *Monster House* is an utterly unique and cleverly conceived animated feature and the 3D Digital '*Monster House*' will introduce a new cinematic experience and is set to thrill families in Singapore.

The 3D system is provided by Kodak and will include the latest Kodak JMN3000 CineServers driven by unique Kodak software, as well as highly reliable Barco DP100 projectors, equipped with the REAL D Cinema solution.

This latest installation contributes to the most wide-reaching REAL D activity by any company outside the United States and represents the next stage of digital 3D cinema using a market-tested model that was enabled by Kodak six months ago and began with screens in most capital cities throughout Australia.

The cutting edge technology of Real D enables audiences to use comfortable, lightweight polarized glasses for digital 3D cinematic viewing. Audiences no longer have to worry about adjusting to the red and blue lenses of traditional 3D-glasses. With eye fatigue eliminated, audiences can now concentrate fully on enjoying the best digital 3D cinematic experience that the story can offer.

"Monster House is the perfect film for REAL D's innovative technology," said Irene Tay, Marketing Manager, Sony Pictures Entertainment Singapore "It literally adds another dimension to the film-going experience and enhances the film's entertainment value."

"We designed our system from the exhibitor's point of view," says Eduardo Reyes, Cluster Manager, Kodak Entertainment Imaging, ASEAN. "This is a great 3D solution, but it can go far beyond that to handle the full cinema presentation and is also capable of screening 2D digital films".

"This is a first use of digital 3-D technology in traditional cinemas in Singapore," Reyes says "and a genuine business opportunity for Kodak and REAL D, along with all our partners. The exhibitors bring a highly successful movie to their part of the world and audiences get to enjoy an entertainment experience that's unique to the cinema. Everybody wins."

“As market leader, Golden Village is very happy to be the first exhibitor to bring REAL D Cinema to Singapore. This is 3D unlike anything local audiences have ever seen before,” said Mr. Kenneth Tan, Managing Director of Golden Village Multiplex. “*Monster House* is the first of several Digital 3D titles we plan to show at our beautiful new flagship 15-screen GV VivoCity, the only cinema complex in Singapore equipped with REAL D. Truly, there is no better way or place to go to the movies!”

Other upcoming Digital 3D films that will screen at GV VivoCity include Tim Burton’s *Nightmare Before Christmas* on 23<sup>rd</sup> November and Disney Picture’s *Chicken Little* during Chinese New Year. Also Singapore’s first live 5D interactive show comes to GV VivoCity this December. “Hello Music Land” LiCKs 5D will offer a new multi-dimensional entertainment experience which combines a live musical stage show with amazing digital animation in an environment where audience members can interact with the live host and musical characters on stage and on screen.

Digital 3D ***Monster House*** will screen at GV VivoCity from 9th November at Cinema 2. Ticket prices range from \$8.00 to \$10.50. For full ticketing information, please log on to [www.gv.com.sg](http://www.gv.com.sg).

### **Monster House**

Ratings: PG

Running Time: 91 minutes

In Sony Pictures comedy thrill-ride *Monster House*, three kids cross over to the other side of the street to unlock a mystery and experience the greatest adventure of their lives. DJ the kid across the street, has the plan. Jenny the newcomer, has the brains. And Chowder, DJ’s best friend, doesn’t have a clue! *Monster House* is an utterly unique and cleverly conceived animated feature from visionary executive producers Robert Zemeckis and Steven Spielberg that brings together a stellar cast of actors including Steve Buscemi (*Monsters, Inc.*), Nick Cannon (*Drumline*), Maggie Gyllenhaal (*Secretary*), Kevin James (*The King of Queens*), Jason Lee (*The Incredibles*), Catherine O’Hara (*The Nightmare Before Christmas*), Jon Heder (*Napoleon Dynamite*), Kathleen Turner (*Who Framed Roger Rabbit*) and Fred Willard (*Waiting for Guffman*). Directed by Gil Kenan.

### **About Kodak and REAL D**

Kodak in conjunction with Real D, delivers digital 3D cinema to cinema audiences around the world. Unlike previous 3D technology, which worked with two projectors side-by-side, the REAL D digital 3D system uses a single projector only that launches left eye and right eye frames in sequence. A unique Z-screen™ modulator, developed by REAL D, is placed in front of the high frame-rate projector. This Z-screen™ alternates polarisation from left to right in sequence with the projector. The projected image works in tandem with a special high-gain silver screen, which increases image brightness and maintains the polarisation. This technology enables the audience to enjoy the 3D experience simply by wearing very light-weight polarised glasses.

**About Golden Village Singapore**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 9 multiplexes housing 73 screens: Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Marina Square, Great World City, Plaza Singapura, and VivoCity. The company and circuit are renowned for prime locations, state-of-the-art design, the widest choice of movies, and leading-edge marketing. Film distribution arm Golden Village Pictures Pte Ltd releases an average of 30 to 40 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and CHARLIE & THE CHOCOLATE FACTORY to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. In November 2006, Golden Village Pictures will present an animated penguin film, HAPPY FEET, with Robin Williams, Nicole Kidman, Elijah Wood, Hugh Jackman and other luminaries in its voice cast.

GV VivoCity is the new flagship of Golden Village Multiplex. It is the biggest and the most luxurious cinema in Singapore. This new, state-of-the-art 15-plex occupies a stunning 90,000 sq feet of space, has 2,173-seats and is expected to entertain over a million patrons per year. GV VivoCity will show the widest variety of movies with 15 screens under one roof.

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