



FOR IMMEDIATE RELEASE

**First in Singapore: Golden Village Multiplex Launches Auro 11.1**  
*Breakthrough, three dimensional, immersive sound technology will thrill audiences at Golden Village Suntec City, Singapore*

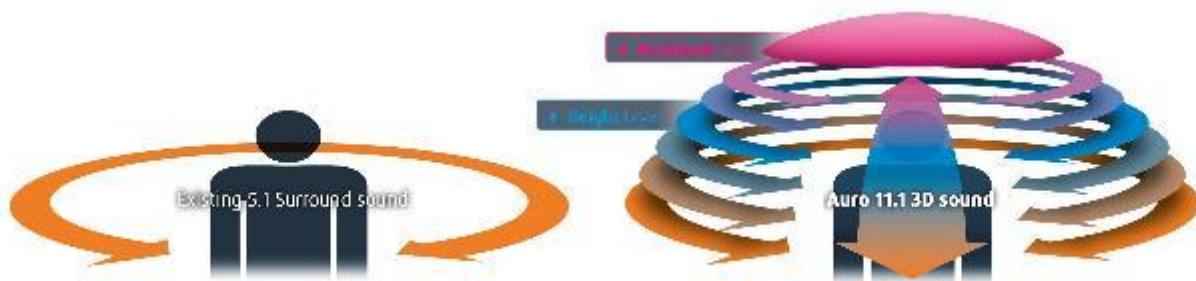
**Singapore, 2 February 2016** – Golden Village Multiplex is proud to announce that it is the first cinema operator in Singapore to support the revolutionary 3D immersive sound technology, Auro 11.1 by Barco. Auro 11.1 brings sound from all around and above to create the most impactful experience. Golden Village Suntec City is the first cinema in Singapore to deploy Auro 11.1 with the debut of Jack Neo’s latest Chinese New Year comedy/ drama, “Long, Long Time Ago”, which was natively mixed in the new immersive technology at Galaxy Studios Belgium.

Says Mr Sebastian Fong, Manager, Projection Management, Golden Village Multiplex, “Visualisation has grown tremendously in recent years. On the other hand, the evolution of audio technology has been at a gradual pace. This makes Auro 11.1 by Barco a monumental evolution in the history of cinema audio technology. We understand that 50% of the movie experience relies on pitch-perfect audio, which makes it most gratifying for us to be the first cinema operator to launch Auro 11.1 in Singapore”

Auro 11.1 is touted as the most realistic 3D sound experience currently available in the market. Unlike other technologies where speakers are placed only on a horizontal plane and directly above, the Auro 11.1 by Barco’s system uses a sound reproduction speaker layout based on three axes (x=width, y=depth, z=height) and three vertical layers (surround, height, top), which provides the most natural true-to-life reproduction of sound. Thanks to its unique mezzanine layer located between the standard surround and overhead speakers, Auro 11.1 by Barco



provides a much better spread of sound in the vertical axis which delivers a natural representation of 3D sound all around the listener using fewer channels than other immersive sound systems.



The benefits of using Auro 11.1 have encouraged Hollywood producers and others from around the world to release more than 125 films that leveraged on the new technology. Jeffrey Katzenberg, the CEO of DreamWorks Animation, has praised Auro 11.1 for offering the best cinematic experience to movie patrons. DreamWorks Animation's latest film, Kung Fu Panda 3, is currently playing in theatres in Auro 11.1 by Barco.

Says Mr Eddie Tan, General Manager, South East Asia Entertainment for Barco: "Auro 11.1 by Barco is the apex of cinema audio. Every boom, swoop and whisper will be fully experienced, making your movie experience the ultimate adventure. Auro 11.1 gives film fans the biggest reason to watch movies within the theatres and not in the confines of their homes. We thank Golden Village for this partnership and for launching Auro 11.1 in Singapore."

For more information on how you can experience Auro 11.1 by Barco at Golden Village Suntec City, please refer to [www.gv.com.sg](http://www.gv.com.sg).

For more information on Auro 11.1 by Barco, please refer to [www.barco.com/nl/Auro11-1](http://www.barco.com/nl/Auro11-1).



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**About Golden Village Multiplex**

Golden Village Multiplex Pte Ltd is Singapore's leading cinema exhibitor with 11 multiplexes housing 92 screens with locations at Yishun, Bishan Junction 8, Tiong Bahru Plaza, Jurong Point, Tampines Mall, Great World City, Plaza Singapura, 112 Katong, City Square and VivoCity, home to GV's flagship cinema and Singapore's only megaplex. In November 2014, GV expanded its circuit with the opening of GV Suntec City, Golden Village's downtown flagship, boasting eight auditoriums and three Gold Class halls with a total capacity of 1,390 seats. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema company to personalize the movie-going experience through its Movie Club program. The prime mover in the introduction of the multiplex to Asia, Golden Village's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, GV has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience. Additionally, GV constantly upgrades its IT capabilities to enhance the consumer experience with notable recent additions such as Quick tix™, its enhanced iGV app and the auto-gate system.



Established in 1993, Golden Village Pictures (GVP) is Singapore's leading independent film distributor, releasing a wide range of blockbusters such as AMERICAN SNIPER, SAN ANDREAS and the DIVERGENT series to Asian delights including Jackie Chan's CZ12, POLICE STORY 2013 and Stephen Chow's JOURNEY TO THE WEST: CONQUERING THE DEMONS. GVP is also the top distributor for home-grown films including ILO ILO and the AH BOYS TO MEN series.

#### **About Barco**

Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets.

Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,300 employees worldwide. Barco posted sales of 1.051 billion euro in 2014.

#### **About Auro Technologies:**

Auro Technologies is a spin-off of the privately owned Galaxy Studios Group, renowned worldwide for its state-of-the-art leadership in audio innovation for music and sound for film. Founded in Mol in 2010, Auro Technologies aims to create the next-generation audio standard by becoming the leader in State-of-Art sound. The company is specialized in Immersive Audio and provides 3D audio technology with easy-to-use and unprecedented levels of sound reproduction capabilities to the broadcast, digital cinema, home cinema, mobile, gaming, and automotive markets. To learn more about Auro, please visit [www.auro-technologies.com](http://www.auro-technologies.com).