



## Golden Village Leads the Way in 3D Digital

Singapore's leading cinema chain now has the most number of fully equipped 3D Digital screens

**8 December 2009** – Golden Village Multiplex has doubled the number of 3D Digital screens in their cinemas, making it the cinema chain with the most number of fully-equipped 3D Digital screens here in Singapore.

Four new halls have been added to the existing line-up of 3D Digital halls, bringing the total number of 3D Digital halls to eight. The new 3D Digital halls are at GV Bishan, GV Jurong Point, GV Tiong Bahru and GV Plaza, in addition to the existing ones at GV Grand, GV Marina, GV Tampines and GV VivoCity.

The new locations increase the seating capacity of 3D Digital halls to more than double the current number of 1402 seats, to a new total of 2554 seats in the eight halls that are capable of screening 3D Digital movies.

The commitment to 3D is a positive response to the recent slew of 3D movies screened at its locations islandwide. 3D movies are set to be a bigger component of the film industry in the future and Golden Village is primed to cater to the expected growing demand in the 3D Digital movie format.

Said Mr. David Glass, Managing Director, Golden Village Multiplex, "We are committed to the 3D Digital movie experience and have ensured that we are the market leader in making this exciting movie format available to our patrons at more locations."

Golden Village is making this move now amidst the current economic situation as it expects 3D Digital movie offerings to increase in the coming years and movie-goers demand for 3D digital movies to grow.

Movie-goers can now catch the latest and highly-anticipated 3D film AVATAR at a nearest Golden Village cinema. Tickets for AVATAR 3D is now available at [www.gv.com.sg](http://www.gv.com.sg).

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**About Golden Village Multiplex**

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 its latest, biggest 15-plex flagship VivoCity. Golden Village was established to develop and operate modern, luxurious multiplex cinemas and is the first local cinema to personalize the movie-going experience through its Golden Village Movie Club program. Golden Village was the prime mover in the introduction of multiplex to Asia. The company's first imprint in Singapore was made on 28 May 1992 with the successful opening of the Yishun 10 cinema complex. Today, the company and circuit has a reputation of offering the widest choice of movies, unparalleled comfort, state-of-the-art design, prime locations and convenience.

Established in 1993, Golden Village Pictures is Singapore's leading independent movie distributor, releasing a wide range of titles from blockbusters like the MATRIX trilogy, HAPPY FEET, OCEAN'S THIRTEEN and I AM LEGEND to arthouse gems such as SLUMDOG MILLIONAIRE, THE READER and DEPARTURES to world-acclaimed documentaries THE COVE, MAN ON WIRE and NANKING. Golden Village Pictures is also the leading distributor for many of Singapore's home grown movies like Kelvin Tong's THE MAID, Royston Tan's 881, Jack Neo's MONEY NO ENOUGH 2 as well as key Asian hits including SHUTTER, 4HOBIA, KUNGFU DUNK and RED CLIFF. Golden Village constantly aims to raise the bar in everything that it does so as to offer patrons a memorable experience at the cinemas. ([www.gv.com.sg](http://www.gv.com.sg))

**SPRG Media Contacts (for Golden Village enquiries)**

Brendan Sheares  
Senior Account Manager  
DID: +65 6325 8271  
Email: [brendan.sheares@sprg.com.sg](mailto:brendan.sheares@sprg.com.sg)

Michele Seah  
Account Executive  
DID: +65 6325 8264  
Email: [michele.seah@sprg.com.sg](mailto:michele.seah@sprg.com.sg)