



## **Golden Village Officially Launches iGV iGV is No.1 download application worldwide**

8 January 2009 – Movie patrons will now get to experience the ease and comfort of accessing movie information at their fingertips with their iPhone.

iGV has been successfully launched on the Apple iTunes Store and available for all iPhone handset users. Since December last year, iPhone users were able to download the iGV application and icon on their handsets. GV's very own iPhone native ticketing application allows its movie patrons to access a myriad of information before deciding on what movie to watch.

Information such as current movies being screened, coming attractions, movie session timings as well as details about GV's various cinema details can all be accessed at the touch of a button. iGV also allows the movie-goer to watch movie trailers – something that was not possible prior to the launch.

Since 12<sup>th</sup> December 2008, there are more than 20,000 users that had downloaded iGV from the Apple iTunes Store, setting the record of iGV as the number one download worldwide within the free category of Apple Worldwide during that month. Although iPhone users can still login to GV's main website to purchase their movie tickets via their mobile browser, it incurs a high data download cost for the user. Now iGV users will find that by purchasing their movie tickets and accessing movie information via this application will incur a lower data download cost and is speedier to download.

The development of iGV will evolve continuously, future enhancements like booking of movie tickets are already in the pipeline.

"We've had such fantastic response on iGV from our iPhone users and delighted that its debut on the Apple iTunes Store has been nothing short of phenomenal! GV continues to be on the fore front of cutting-edge cinema technology to provide a higher level of customer service and enhanced movie-going experience for our patrons." Said Mr. David Glass, Managing Director, Golden Village Multiplex Pte Ltd.

### **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.

Film distribution arm Golden Village Pictures Pte Ltd releases an average of 80 titles per year, ranging from blockbusters such as the MATRIX trilogy, CONSTANTINE and HAPPY FEET to international arthouse hits like THE MOTORCYCLE DIARIES and SUPER SIZE ME. 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))

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