



Press Release

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Orange Sky Golden Harvest Made An Alliance With SONY China To Introduce 4K Projection System, A State-Of-The-Art System, Into Its Multiplexes in China, Setting A Milestone For The Movie Industry

22 September 2011, Hong Kong - Orange Sky Golden Harvest Entertainment (Holdings) Limited ("OSGH" or the "Group"; HKSE: 1132) is delighted to announce that the Group has entered into a strategic agreement with SONY China ("SONY China") to introduce the unprecedented SONY 4K Projection System into its Mainland China multiplexes, which will be perfecting theatrical experience for its audience.

SONY's 4K Projection System provides an image resolution up to 4096 x 2160 (4K), which is approximately four times greater than 2K Projection Systems and consumer high-definition televisions, offering fine and intricate images with rich and authentic colors.

"Digitalization has been a very important part of our overall strategy in the region aiming to bring enhanced and sophisticated theatrical experience to our audience in Asia. As of now, 2K Projection Systems, even 1.3K Projection Systems, are the most common form of projection system being used among multiplexes in the Mainland China. We are very delighted to ally with SONY China as a valuable partner to pioneer SONY's 4K Projection System, the state-of-the-art technology, setting a milestone for the development of our Mainland China multiplexes as well as the movie industry," said Mr. Andrew Mao, Executive Director and Chief Executive Officer of OSGH.

Mr. Mao added, "The unrivalled visual effect takes the viewing experience upto the next level. We look forward to working closely and collaboratively with SONY China, leveraging with technology towards a new digital era."



Golden Harvest

About Orange Sky Golden Harvest

Orange Sky Golden Harvest, previously known as Golden Harvest, is one of Asia's best known and most influential film and entertainment companies. Listed on the Stock Exchange of Hong Kong since 1994, Orange Sky Golden Harvest currently operates 46 cinemas with 353 screens across Hong Kong, Mainland China, Taiwan and Singapore, commanding a substantial share of the film exhibition and distribution markets in Asia. Orange Sky Golden Harvest has produced and invested over 600 films and nurtured movie legends such as Bruce Lee and Jackie Chan. The company is also the distributor of countless successful films in both Chinese and foreign languages. The Group currently operates 23 cinemas in the Mainland China.