

**[For Immediate Release]**

## **TCL Multimedia Announces “Internet TV Strategy Upgrade” Rolls out 3D Internet TV to showcase its leading technologies**

(29 March 2010, Hong Kong) TCL Multimedia Technology Holdings Limited (“TCL Multimedia” or the “Group”, Stock code: 01070), a leading TV manufacturer in the PRC, today held a press conference at the Hong Kong Convention and Exhibition Centre to introduce its “Internet TV Strategy Upgrade in 2010 and the New 3D Internet TV”. During the event, the Group announced the rollout of the first 3D Internet TV in the world and showcased the 4 core innovative technologies for it, including “3D Display”, “Internet TV”, “All Media Decoding” and “Digital TV”. Meanwhile, the Group launched the second generation operating system for Internet TV. TCL Multimedia is the first consumer electronics manufacturer in the world that integrates 3D display technologies with Internet TV function. It leverages its core 3D display technologies to upgrade its “Internet TV Strategy”.

Equipped with LED backlight technology, the new P11 series are characterized by low carbon emissions and energy saving. Also, they feature a slim design and the thinnest part of their bodies is less than 3mm. Their black crystal panels, which are processed with “Nano” technology, look elegant and stylish. In addition, as they are powered by the second generation MiTV TV operating system, users can operate them easily by simply switching among three buttons. Moreover, the system supports multi-tasking which allows users to process pictures and enjoy music simultaneously. The built-in Integrated Digital TV function enables them to receive both of analog and digital TV signals. Besides, the new P11 series still retain the automatic upgrade function of Internet TV.

The launch of 3D Internet TV marks another milestone for the development of Internet TV technology. Its innovative technologies have strengthened TCL Multimedia’s leading position in the Internet TV sector. Other international renowned TV manufacturers including Samsung, LG and Sony have also announced plans to roll out similar products. The Group believes that Internet TV will become more and more popular.

TCL Multimedia is a pioneer of TV technology innovation and keeps abreast of market trend. The Group started research and development of Internet TV technologies ten years ago. In 2007, TCL established its own 3D research team. It was elected as the chairman of the China 3D Industry Association (C3D) in 2008, taking up a leading role in setting the industry standards for picture quality of 3D TV in order to promote the development of 3D display technology in the country. The introduction of Internet TV in 2009 marked TCL Multimedia’s Internet TV strategy was successfully implemented.

Mr. Han Qing, Vice President of TCL Corporation and General Manager of China Regional Business Center of TCL Multimedia, said, “TCL today heralded in the era of 3D Internet TV. The achievement is very encouraging indeed. We took the initiative in developing Internet TVs and have led the industry by enhancing efforts in technological breakthroughs and product innovation. Leveraging the convergence of electronic consumer products and Internet, we will bring TV audiences unique experiences and revolutionize the TV industry.”

The Group rolled out Internet TVs in 2009 and has received overwhelming response in the market. It sold 320,000 units of Internet TV in the first two months of this year, accounting for over 30% of its total sales volume of LCD TVs. Meanwhile, its LCD sales volume soared by 82.9% year-on-year to 1,526,946 units during the same period. The rapid growth of the Group’s sales clearly signifies the great success of the Group’s development strategies of increasing the diversity and competitiveness of its products.

TCL is determined to establish itself as a market leader in the global Internet TV sector through technological innovation. It will further explore the development of TV-based home entertainment business and strive to become the market leader by taking advantage of its leading technologies in 3D display.



### **About TCL Multimedia**

TCL Multimedia Technology Holdings Limited is one of the largest TV manufacturers globally and its products are sold all over the world. Headquartered in China, TCL Multimedia operates its manufacturing plants and R&D centres across all major continents. The Group’s largest shareholder is TCL Corporation.

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