

*For Immediate Release*

## **TCL Multimedia Upgrades Full Series of its Smart Cloud TV Products with Dual-core Processors and Android 4.0+ System**

### **Ushering in a New Era in the Dual-core TV Industry**

(September 16, Beijing) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) today announced at the “Dual Upgrade to Lead to a Cloud Future – TCL Smart Cloud TV Full Series Upgraded with Dual-core Processors and Android 4.0+ System Press Conference” that all of its 3D Smart Cloud TVs are equipped with dual-core CPUs, dual-core GPUs and the Android 4.0+ system, firstly realizing software and hardware enhancements. The Group also launched the Cloud Ping<sup>2</sup> V6500 series, the first dual-core 4D dual-display Smart Cloud TV in the world, and the Cloud Chang E4500 series, the first dual-core Smart Cloud TV in the world to feature a KTV function. Leveraging its cutting-edge technology, the Group has ushered in a new era of dual-core technology in the TV industry, as well as to further consolidate its leading position in the industry.

Equipped with the top-of-its-class dual-core processor, TCL 3D Smart Cloud TV offers faster processing speeds, delivering smoother motion scenes and vivid images. It also supports high definition games and multi-tasking. In addition to the hardware of dual-core processor, all of the TCL 3D Smart Cloud TVs run on Android 4.0+ operating system. Android 4.0+, currently the world’s most advanced software system in mobile technology, enhances the compatibilities of Smart Cloud TVs, enabling them to run more efficiently and steadily. The system features unique premium functions such as face, hand movement and voice recognition, as well as a point-to-read smart educational system, bringing completely new Smart Cloud experiences to consumers.

Meanwhile, TCL’s new flagship products featuring dual-core processors and the Android 4.0+ system made their debut. The world’s first 4D dual-display technology featured in the Cloud Ping<sup>2</sup> V6500 series not only enables users to enjoy two programmes simultaneously, but also offers a unique dual-display mode that allows them to watch multiple videos simultaneously, and to use a variety of applications at the same time when viewing videos. This sets new standards for dual-display technology. In addition, the exclusive visual recognition system, educational cloud system 2.0, third generation edgeless screen and alloy design are all pioneering developments that are set to lead global trends in Smart Cloud TVs. Moreover, the world’s first Cloud Chang E4500 series in particular features the premium Cloud Shang KTV function, leveraging its network edge to cater to the consumers’ desire to enjoy KTV entertainment at home.

To promote the dual-core Smart Cloud experience, TCL Multimedia set up a team of 10,000 engineers and university students to assist customers to build a home network and to provide Smart Cloud solutions, bringing the dual-core Smart Cloud experience into consumers' homes.

Mr. Zhao Zhongyao, Chief Executive Officer of TCL Multimedia, said, "Through these hardware and software enhancements, our Smart Cloud TV products have experienced a great leap forward in quality, which enables consumers to have a better Smart Cloud experience in life. This represents an important step of TCL Multimedia to persistently enhance and realize its full cloud strategy. The Group will continue to implement its long-term development strategy focusing on 'integration, innovation and internationalization', and will step up its R&D investment so as to continue to provide a wider range of products for its customers."

Photo 1: Management and guests kicked off the upgrade ceremony



Photo 2: New products display area



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### **About TCL Multimedia**

TCL Multimedia Technology Holdings Limited (stock code: 01070.HK) headquartered in China, is one of the leading players in the global TV industry. TCL Multimedia is engaged in the R&D, manufacture and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. For more information, please visit its website: <http://multimedia.tcl.com>.

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