



For Immediate Release

**TCL Multimedia debutes the latest Smart Cloud TV,
ultra high definition display screens & other AV products
at the 46th Consumer Electronics Show**

(5 January 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that the Group will introduce the latest high-tech products including its Smart Cloud TV at the 46th Consumer Electronics Show (“CES”) held in Las Vegas, the United States of America, demonstrating the Group’s strong brand and products via its Cloud Strategy in this landmark industry event.

TCL Multimedia will showcase its high technology products including the latest Smart Cloud TV, ultra high definition display screens, as well as audio-visual equipment series, etc.. In addition, the Group will build in the main exhibition hall the largest exhibition podium ever appeared in CES. To be situated in a core location in the exhibition hall, the TCL podium will occupy a floor space of 700 sq.m., the largest ever seen in CES. Moreover, the Group will officially launch new brand visual elements constituting the “Color your world” which supplementing its latest smart products and applications.

The Group will unveil its novel cloud-based smart digital home solution – Tcloud Home – a highly capable one-stop cloud service platform that provides backstage servicing coverage to smart cloud home appliances and cloud applications and cloud storage for mobile cloud devices. A family-specific cloud can help establish cloud services for family members, ranging from simple smart atmosphere controls to signal exchanges. They allow users to enjoy “Cloud Lifestyles” at ease. TCL Multimedia will also introduce an important member of its “cloud family” – Super Smart Cloud TV which features an ultra-slim shape, an attractive colorful appearance, and simplified smart applications. Through Super Smart Cloud TV, users can perform electronic reading, have gymnastic exercises and engage in social interactive activities via weibo and others. Users can also interact with the TV terminal using gesture and voice commands. In addition, an exclusive 26-inch big-panel iCE SCREEN will be introduced in the show, which is essentially the largest mobile cloud terminal device ever available to the world. It is equipped with a mobile power source and supports wireless internet connectivity. Convenient enough to be taken around, it brings to consumers the ultimate entertainment experience.

Furthermore, the world’s largest 110-inch 4K high-definition 3D LCD TV – “China Star” developed by Shenzhen China Star Optoelectronics Technology Co., Ltd., a joint venture subsidiary of TCL Corporation (TCL Multimedia’s ultimate holding company), – will also be unveiled in CES. Last but not the least, the Group will exhibit its AV products under five themes, including a 3D blue-ray home theatre (supports multi-screen interaction and wireless transmission screen technologies), an absolute 3D soundbar (allows users to enjoy 3D sound effects in any corner of the room), and a portable mini home theatre (allows users to use a portable 55-inch screen and a portable 3D sound system), etc.

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Mr. Zhao Zhongyao, Chief Executive Officer of TCL Multimedia said, "CES is one of the world's most influential consumer electronics show. The Group will fully demonstrate our strength as the world's leading consumer electronics enterprise at CES. Going forward, TCL Multimedia will continue to increase its investment in research and development, as well as in brand promotion in the future so as to prove that Chinese enterprises, represented by TCL, not only have a leading position in technology and product innovations, but also in brand influence globally."

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About TCL Multimedia

Headquartered in China, TCL Multimedia Technology Holdings Limited (HKSE stock code: 01070) is one of the leading players in the global TV industry. TCL Multimedia is engaged in research and development, manufacturing and distribution of consumer electronic products comprising television and audio visual products. Its ultimate shareholder is TCL Corporation. According to the latest DisplaySearch report, the Group's global LCD TV market share increased from 5.0% in the second quarter of 2012 to 6.7% in the third quarter of 2012, thereby lifted its global ranking to the fourth. The Group has maintained its No.1 position in the LCD TV market in China with a market share of 18.7%.

For more information, please visit its website: <http://multimedia.tcl.com>.

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