



For Immediate Release

TCL Multimedia Launches Google Super-Smart TV MoVo

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Becomes the First Television Enterprise to Launch the Google TV

(9 January 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) is pleased to announce that TCL and the world's leading semiconductor chip manufacturer Marvell jointly launched Google Super-Smart TV MoVo at the 46th Consumer Electronics Show held in Las Vegas, the United States of America. This move makes the Group the first television enterprise in China to launch the integrated TV sets of Google TV.

Based on Google's powerful search engine and combining TCL's proprietary developed PBO (Personal Box Office, commonly known as the “Lazy TV”) innovative technology, MoVo can automatically identify a user with its motion sensor-transmitter and proactively comprehend the user's preference by analyzing his behavior and habit. Its content recommendation engine can integrate the user analysis and its content searching module to recommend automatically exciting content that accommodates the user's preference. In so doing the user can enjoy a real “Lazy TV” super smart experience without operating a remote control or initiating voice recognition. This better serve the current needs of busy consumers and brings TVs back to the centre of home entertainment.

Ms. Weili Dai, co-founder of Marvell, said, "As the world's leading semiconductor chip manufacturer, we provide customers with critical core components and modules. Our cooperation with the world's leading home appliance brand TCL this time has been progressing very smoothly. We look forward to kicking start all-round cooperations with TCL on product development and business development in the future, and explore new models of cooperation together. "

TCL Multimedia has always been committed to research and development of Internet TV. In as early as 2010, TCL launched in China the first Internet LCD TV based on Android operating system. The launch of Google TV MoVo this time marks a major breakthrough by TCL in research and development of Internet Smart TV. This will have a significant impact on the future development of smart TV in China.

Mr. Li Dongsheng, Chairman of TCL, said, "The development of smart TV in the future will call for more powerful network services and interactive functions to meet personalized needs of consumers. Through our strategic cooperation with the world's leading high technology companies, especially Marvell, Google, and other IT enterprises, the Group plays an active role in rapid growth of the smart TV industry. The cooperative partnership of TCL with Marvell this time will allow us to complement each other, and helps enhance core competences in products to achieve a win-win situation. "

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Photo1: Based on Google's powerful search engine and combining TCL's proprietary developed PBO innovative technology, user can enjoy a real "Lazy TV" super smart experience without operating a remote control or initiating voice recognition.



Photo2: Mr. Li Dongsheng, Chairman of TCL, delivers his speech during a product launch ceremony at CES.



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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 the 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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