



The World's Largest IMAX Theatre Opened at TCL Chinese Theatre in Hollywood

* * * * *

TCL's First Experience Store Opened in North America

(23 September 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced the world's largest IMAX theatre has officially opened at the TCL Chinese Theatre, the landmark building on Hollywood Boulevard in America, on 15 September 2013. The opening of the world's largest IMAX theatre is welcomed by the premiere of “The Wizard of Oz” by Warner Bros. Pictures of the US. Meanwhile, “TCL Square Experience Store” which is situated in the theatre's facade also opened officially on the same day.

The renovation of TCL Chinese Theatre has been completed with upgrades in the areas of newly added facilities, technological improvements, as well as technical compliance and visual and audio effects of IMAX 3D theatre specifications. TCL provided high technology support to the renovation of the theatre, not only in installation of a digital signage system, but also facilitated reconstruction and upgrading of facilities within and outside the theatre, leveraging TCL's own product innovations and technologies, which included upgrading the outdoor electronic LCD wall as well LED digital displays, electronic posters and advertising billboards in the theatre.

TCL Square is the first experience store of TCL in North America. It showcases the latest high-end products including a large-scale video wall comprising over 20 screens, integrating network transmission, video and picture processing technology to navigate visitors' journey into an imaginative future of wireless technology, as well as the 65-inch-wide ultra-high-definition TV and TCL ICESCREEN second generation touch screen. In addition, the opening of the experience store in Hollywood showcased TCL's high-end, unique and differentiating market positioning and products, which not only offer convenience to tourists from around the world but also showcase TCL's technological innovation capabilities, manufacturing design capabilities and technology execution capabilities to the local US consumers.

In recent years, TCL has entered into co-operations with Hollywood in various aspects in order to widen the scope for even more co-operations in different areas within the world entertainment business, while implementing its brand internationalization strategy through young and trendy culture and entertainment elements. With the re-opening of the TCL Chinese Theatre and the launch of TCL Square Experience Store in Hollywood showcasing the technological strength and international brand image of TCL, more young people from the US and from around the world will be able to receive the inspirations from combination of arts and technologies.



TCL Chinese Theatre in Hollywood America after renovation



The world's largest IMAX theatre opened at TCL Chinese Theatre in Hollywood



TCL's first experience store opened In North America



The Premiere of "Wizard of Oz" at the TCL Chinese Theatre in Hollywood

~ End~

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. Its ultimate holding company is TCL Corporation. According to the latest DisplaySearch report, the Group's global LCD TV market share increased from 5.8% in 2012 to 7.3% in the first quarter of 2013, thus lifting its global ranking to No.3. The Group remained the No.1 position in the LCD TV market in the PRC with a market share of 20.2%.

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

For further information, please contact:

iPR Ogilvy Ltd.

Juliana Li / Kiki Zhang / Aven Yu

Tel : (852) 2169 0467 / 3920 7626 / 2136 6176

Email : tclmultimedia@iprogilvy.com