



(for immediate release)

The World's First TV to Protect and Improve Children's Eyesight

TCL Disney Children TV Debuts

(18 November 2013, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) announced the launch of TCL Disney Children TV, the world's first TV model that protects and enhances children's eyesight. This product, in the first move of its kind in the industry, integrates seven leading technologies for eyesight protection, featuring “More Vision Pal” (視訓寶), natural light and distance perception.

“More Vision Pal”, jointly developed by TCL and Hangzhou Liventop Tech. Co., Ltd., is a key demonstration project of 2013 “Twelfth Five-Year” National Science and Technology Support Program. It is also an exclusive technology available for smart TV so far that can be used on prevention and control of myopia as well as enhancing eyesight. This technology helps improve naked-eye acuity through a variety of puzzle games series in different visual range to enhance the regulatory function of the ciliary muscle, in order to prevent and correct myopia in an efficient, effective and scientific way. In addition to protecting children's eyesight, TCL Disney Children TV also provides a wealth of learning and entertainment functions in five categories including “love the eyes, love learning, love entertainment, love singing, love Disney”, which is truly a TV product custom-made for children.

TCL Disney Children TV's design is based on the classic cartoon images of Disney with colorful exterior and packaging. Besides, the TV is equipped with Disney's exclusive UI interface for smart cloud TV, with Disney desktop themes and wallpapers available for downloading for free while enjoying a rich library of timely-updated Disney animation resources.

The first batch of 28' TCL Disney Children TV is available for pre-sale in Tmall.com at a suggested retail price of RMB2,199.



Photo: (from the left) TCL Disney Children TV: Princess, Winnie the Pooh and Mickey Mouse series

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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. Its ultimate holding company is TCL Corporation. According to the latest DisplaySearch report, the Group ranked No.3 in the global LCD TV market share with a 6.7% market share in the first half of 2013. The Group remained its No.1 position in the PRC LCD TV market with a market share of 18.2%.

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

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