

*(For immediate release)*

## TCL Won “Quantum Dot Display Tech Gold Award” at IFA fair

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### Showcasing technology strengths and creativity of its brand

(11 September 2014, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) participated in the 54<sup>th</sup> International Consumer Electronics (IFA) fair in Berlin, Germany with its strongest product and service line-up, including the full-range of 4K ultra high-definition TVs, the first 55-inch OLED TV, 55-inch QD TV that adopted the quantum dot display technology. On the top of the strong product portfolio, TCL Multimedia also showcased to visitors cutting-edge technologies, including the quantum dot display technology.

With its R&D achievements in display technologies, TCL Multimedia won “Quantum Dot Display Tech Gold Award” under the “2014 IFA Product Technical Innovation Awards” at the IFA fair, showcasing technology strengths and creativity of its brand to the world.

The award-winning quantum dot display technology represented a major breakthrough in color reproduction, which will bring about a whole new experience in display effects. The “pure” color generated by the quantum dots presents richer color ranges and 3D-like image projection, enhancing the vividity of visual image reproduction. The contrast range of quantum dot display is wider with more precise color display, enabling the screens to reproduce authentic colors as close to the reality as possible and deliver perfect image quality. Meanwhile, the prices are far lower than OLED products, making them liable to become the mainstream trend in TV displays for the future. Compared to LED display technology, TCL’s quantum dot display screen QLED has the best color display performance, brighter images, richer colors range and lower energy consumption.

Mr. Hao Yi, the Chief Executive Officer of TCL Multimedia said, “The fact that TCL won the ‘Quantum Dot Display Tech Gold Award’ under ‘2014 IFA Product Technical Innovation Awards’ fully illustrated recognition from the industry and the market of TCL’s capability in technology innovations. The R&D of quantum dot display technology is an important step by TCL in upgrading image quality of the whole range of its TVs. Building on this footing, we will intensify our efforts in developing cross-screen integrated products and multimedia business. In the future, TCL Multimedia will launch products that adopt the brand new display technology as naked eye 3D tiled screen, 110 curved UHD TV, iQIYI TV+, game TV, Disney TV, in order to enrich user experiences with our products and services.”



Mr. Hao Yi, the Chief Executive Officer of  
TCL Multimedia (Right)



TCL Multimedia Booth

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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, engaged in the research and development, manufacturing and distribution of consumer electronic products. Through a new product-and-user-oriented business model that focuses primarily on a “double +” strategy which includes “intelligence + internet” and “products + services” as the main direction, striving to become a global entertainment technology enterprise that provides integrated entertainment solution to customers. According to the latest DisplaySearch report, the Group ranked No.5 in the global LCD TV market with a market share of 5.4% in the first quarter of 2014. The Group ranked No.3 in the PRC LCD TV market with a market share of 16.0%.

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

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