



For Immediate Release

TCL showcases innovative Quantum Dot TV at the 48th CES in the US

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**Ranks in the league of “Top 50 Global Consumer Electronics Brands” and
“Top 10 Consumer Electronics Pioneer Brands of China” for seven consecutive years
Included in “Top 20 Global Television Brands”**

(8 January 2015, Hong Kong) – **TCL Multimedia Technology Holdings Limited** (“TCL Multimedia” or “the Group”, HKSE stock code: 01070) attended the 48th Consumer Electronics Show (CES) held in Las Vegas, the United States of America as well as the “Global Top Brands” award ceremony organized by International Data Group (“IDG”). TCL has made it to the league of “Top 50 Global Consumer Electronics Brands” and “Top 10 Consumer Electronics Pioneer Brands of China” for seven consecutive years. Meanwhile, TCL is also rated as one of the “Top 20 Global Television Brands”. These rankings are testimony to the awareness and influence of the TCL brand in both domestic and overseas markets.



TCL Booth

TCL Multimedia exhibited its 55-inch TCL TV+ Quantum Dot TV with the latest cutting-edge display technology, the world's largest 110-inch 4K Ultra High Definition (UHD) Curved TV and an overseas version of WeChat-linked TV that is customized for users in Europe and America, of which its flagship TV+ model H9700, China's first Quantum Dot TV, caught attention of the audience at CES. This new model adopts the most advanced quantum dot display technology in the global display industry and boasts the world's highest color domain coverage ratio at 110%. Apart from display quality, H9700 is equipped with Harman Kardon HIFI, a high-spec product from the original plant. It has met grade A audiophile standards by Harman Kardon in terms of frequency range, sensitivity and total harmonic distortion. In addition, H9700, designed in the simple Nordic style, is operated under a smart TV operating system TV+ OS, which is self-developed by TCL and compatible with both Android and Linux platforms, catering the need of different markets around the world. It is also equipped with various functional applications including newly issued theatrical blockbusters, WeChat connection and vast volume of video resources. It is worth mentioning that the production cost of Quantum TV is only half of that of OLED with higher cost-performance ratio. The launch of H9700 marks not only a milestone for TCL in the field of display technologies, but also is one of the significant moves for continuous upgrading of the TV+ Home Entertainment TV family.



TCL TV+ Quantum Dot TV



110-inch 4KUHD Curved TV



Overseas version of WeChat-linked TV

Mr. Hao Yi, Chief Executive Officer of TCL Multimedia said, "TCL has always been devoted to technological innovation and will capitalize on the rapid development of the Internet by transforming itself into an entertainment technology enterprise. Our TV+ products will integrate the latest technologies of display and data exchange technology for sharing of multimedia content and smart remote control to bring stronger, more premium and interactive home entertainment devices to customers."

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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 users. According to the latest DisplaySearch report, the Group ranked No.4 in the global LCD TV market with a market share of 5.5% in the first half of 2014. The Group ranked No.1 in the PRC LCD TV market with a market share of 17.1%.

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

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