



**For Immediate Release**

**TCL Taps into Internet Market**  
**Debuts Internet TV Brand “FFALCON” via**  
**In-depth Collaborations with Tencent and Alibaba Respectively**

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**Unveils X, C and P Series New Products with**  
**Continuous Technology Upgrade**

(29 March 2017, Hong Kong) – **TCL Multimedia Technology Holdings Limited** ("TCL Multimedia", HKSE stock code: 1070) jointly hosted the TCL 2017 New Product Launch in Beijing today. At the product launch themed as "Made a Different World", TCL unveiled its new flagship TV products, third generation high-end quantum dots TV XESS X2 and X3 series, C2 Theater TV and P3 golden curved TV. It also shared the grand debut of the new internet brand "FFALCON" and four of its new I series products.

**The Debut of "FFALCON" to Tap into the Internet Market**

At the product launch, TCL Multimedia introduced the internet TV brand “FFALCON” and its four new TV products, namely I55, I55C, I49 and I32. Of which the first I55 TV, equipped with a 4K large screen, all ecological High Dynamic Range, smart definition, voice control and other advanced technologies, was the highlight of the event.

As the demand for traditional TVs has become saturated, there are immense opportunities in the internet market. To tap into the internet TV market, TCL has been actively exploring the major strategic development of internet TV and therefore established in-depth collaborations with various internet enterprises to create the FFALCON brand. Backed by TCL’s strong R&D capability in hardware, and leveraging on the resources in content, artificial intelligence, cloud service and e-commerce platforms of Tencent Video and Youku under Alibaba respectively, FFALCON is poised to become a significant new player in internet TV industry.

**Collaborations to Establish Strategy for Smart Living Room to Capture Opportunities**

TCL established in-depth cooperations with Tencent and Alibaba respectively to establish its strategy for smart living room. In terms of content resources, leveraging on the content advantages provided by Tencent Video and Youku under Alibaba, different models of the FFALCON series products possess abundant content that covers several million hours of copyright content, including tens of thousands of domestic and foreign TV series and movies, as well as plentiful resources such as live sports matches, animations and documentaries. In addition, various parties will also share data in terms of artificial intelligence and cloud service so as to achieve resources sharing. In terms

of channels, different models of the FFALCON series products will gain access to the online channels through respective collaborations with the two major e-commerce platforms, namely JD.com and Tmall, to target the market of younger generations.

It is particularly noteworthy that, Southern New Media, one of the seven internet TV license holders in China, is also an important partner of FFALCON. This in-depth collaboration between TCL and Southern New Media is the first time that internet TV license holder to partner with terminal manufacturer, which is different from the previous cooperation models of internet TV license holders only partnering with content providers, establishing a new cooperation model for both parties.

### **Continuous Technology Upgrade to Advocate Quantum Dots TV Development**

In addition to the "FFALCON" brand, TCL has unveiled the latest XESS X2 and X3 series TV with the third generation of quantum dot technology as well as various technological upgrades and innovative functions. The third generation of quantum dot products adopts the inorganic three primary colors quantum dot display material that achieves 110% of the industry's highest colour gamut. They are also equipped with ultra-thin and borderless design, QUHD display quality engine, Dolby Vision HDR technology, MEMC technology and Harman Kardon audio system, achieving significant breakthroughs in technology and cost control.

Furthermore, the new C2 Theater TV is equipped with the premium Harman Kardon audio system which consists of independent speakers and features DTS sound processing technology. With an excellent sound quality, users can enjoy the live experience as if they were at a real event. Besides, the newly launched P series curved TV P3 represents another breakthrough in TCL's curved TV technologies. It adopts the world's leading 4000R golden curvature screen to expand the user's viewing field and create striking visual effects.



TCL 2017 New Product Launch in Beijing



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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, it strives to build a comprehensive ecosystem for smart TVs that provides users with an exquisite experience with its smart products and services. The Group ranked No.3 in the global LCD TV market with a market share of 9.0% in 2016 according to the latest IHS Technology and the Company’s shipment data, and ranked No.3 in the PRC LCD TV market with a market share of 14.2% in 2016 according to CMM’s report. The Group is included in the eligible shares list of the Shenzhen-Hong Kong Stock Connect. For more information, please visit its website: <http://multimedia.tcl.com>.

*This press release is issued by Cornerstones Communications Ltd. on behalf of **TCL Multimedia Technology Holdings Limited**. For further information, please contact:*

### **Cornerstones Communications Ltd.**

Kylie Yeung / Ivan Kau / Sara Qian / Victoria Chiu

T: (852) 2903 9293 / 2903 9285 / 2903 9282 / 2903 9281

F: (852) 2887 1712

E: [tcl.multimedia@cornerstonescom.com](mailto:tcl.multimedia@cornerstonescom.com)