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**CMMB VISION HOLDINGS LIMITED**

**中國移動多媒體廣播控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 471)**

**CMMB VISION SPONSORED INTERNATIONAL CONFERENCE ON  
NEXT GENERATION BROADCAST TECHNOLOGIES AND  
STANDARDS DEVELOPMENT**

Shanghai China — July 12, 2011 — National Engineering Research Center (NERC) and Shanghai Jiao Tong University (SJTU) hosted an international conference led by US and China broadcast standards organizations, manufacturers and regulators that shared future visions for enhanced broadcasting technologies and services. The conference was sponsored by CMMB Vision and Shanghai Digital Group Co. Ltd

The Wireless Networking Broadcasting international workshop 2011 was hosted by the National Engineering Research Center and Shanghai Jiao Tong University. China has emerged as the world's largest consumer market for televisions. It is now preparing for the transition from analog to digital television technology, and from one-way broadcasting networks to fully converged interactive systems. The objective of the workshop was to introduce and share insights from development and research programs around the world for next-generation digital television and multimedia broadcasting systems. The workshop participants reached accord on the benefits and desirability to promote international collaboration for research and development of evolutionary digital television technology and standards.

Dr. Wenjun Zhang, Chief Scientist, NERC of Digital Television, Vice President of Shanghai Jiaotong University, delivered the opening remarks and introduction of the keynote speakers. The invited speakers and their topics included:

Dr. Jingfeng Feng, Deputy Director Wireless Institute of Academy of Broadcasting Planning, SARFT discussed the current status of the pending digital television deployment in China, the nationwide deployment of Digital Terrestrial Multimedia Broadcasting, China Mobile Multimedia Broadcasting and Direct to Home Satellite TV broadcasting.

Mark A. Aitken, Vice President of Advanced Technology, Sinclair Broadcast Group and Chairman of the Advanced Television Systems Committee's "TSG/S-4" Mobile Standardization activities, presented on the status of the US digital TV conversion, the challenges of supporting mobile services and evolving the traditional broadcasting business model. Current ATSC initiatives to develop "Next Generation Broadcast Television" standards were reviewed, and his vision for fully converged broadband broadcast overlay architectures was presented.

Douglas C. Sicker, Ph.D., CTO of the United States Federal Communications Commission (FCC) shared the National Broadband Plan developed by the FCC, the evolving US spectrum policies and recent steps implemented by the FCC to quantify and measure both spectrum efficiency and broadband deployment.

Professor Sumit Roy, Associate Chair Electrical Engineering Department, University of Washington presented on recent developments with Cognitive Radios and Dynamic Spectrum Access research programs and various approaches to efficient channel sensing and mechanisms for coexistence between primary and (potentially multiple) secondary networks.

Dr. Weichen Ye, CTO Broadband Wireless Business Group Intel China discussed the ever- growing intelligence of devices and the role of the Smart TV in the Digital Home. He addressed the concept of convergence between and among devices and networks for the future, and current progress in China.

Dr. Klaus Doppler, Research Leader - Wireless Systems for Nokia, presented a report on how the multimedia services are increasingly consumed through mobile computers such as laptops, netbooks and smartphones. He described the use of cognitive radio techniques to enable the unlicensed use of TV White Spaces for provision of broadband services. He also reported on how spectral efficiency can be further enhanced by active cooperation between the networks.

Professor Ya Zhang, Shanghai Jiao Tong University, former Senior Scientist Yahoo! Labs, made a comprehensive presentation detailing the convergence of social networks with broadcast systems. She discussed how the growing wave of social networking is impacting the TV viewing experience and is enhancing the traditional broadcasting business model. This trend is leading to new sources of revenue and cross platform synergies between virtually all networks.

CMMB Vision and Shanghai Digital Industry Group Co. Ltd sponsored the WNB 2011 conference.

The conference ended with a commitment to continue to expand the dialog between the various international standards organizations, manufacturers, agencies and academic institutions that were in attendance leading to the potential for international convergence of next generation digital television standards.

By order of the Board  
**CMMB Vision Holdings Limited**  
**Wong Chau Chi**  
*Chairman*

Hong Kong, 25 July 2011

*As at the date of this announcement, the Board comprises two executive Director, namely Mr. WONG Chau Chi and Dr. Hui LIU; two non-executive Directors, namely Mr. CHOU Tsan-Hsiung and Mr. YANG Yi; and three independent non-executive Directors, namely Mr. WANG Wei-Lin, Mr. Shan LI and Dr. LI Jun.*