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## **CMMB VISION HOLDINGS LTD**

**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 Announces the Successful Development of the First 6-MHz CMMB Chips for the US and International Market**

#### **A Key Step Forward Toward Bringing the Chinese CMMB Ecosystem to Support CMMB Deployments in the US Market**

The Company is pleased to announce that, together with Beijing's Telepath Technologies Co. Ltd, it has recently developed and produced the first 6-MHz CMMB chipset for CMMB signal reception designed for the existing US television channel spectrum bandwidth. The new chipset is the Core Component for developing and driving the entire CMMB product supply-chain supporting CMMB development in the US as well as in various international markets.

The standard TV spectrum channel for transmitting CMMB service in China is 8 MHz, and in the Americas a 6 MHz channel is the standard. The new 6 MHz chipset is being incorporated by leading Chinese technology providers into a wide range of existing CMMB products, including smartphones, tablets, USB dongles, mobile TV receivers, and business systems. These are expected to be ready in near future to support the Company's CMMB trial network and commercial launch in the US, leveraging the Chinese CMMB supply chain and ecosystem to support CMMB development in the US.

Currently there are hundreds of CMMB product suppliers and over 1000 different types of CMMB products and devices available, presently serving tens of millions of users in over 330 cities in China. The vast existing supply-chain and ecosystem is the most compelling competitive advantage for CMMB deployment in the international markets. Countries adopting CMMB technologies will instantly have the full product ecosystem support transferrable from China and therefore be able to quickly launch commercial operations.

The Company's strategy in the US is based on: 1) integrating an innovative technology platform; 2) leveraging support from the vast and mature Chinese CMMB ecosystem; 3) jump-starting CMMB network deployment and product infrastructure support with turnkey solutions; 4) using key strategic partnerships to enable rapid CMMB commercialization.

The Company has been working with Telepath on the 6 MHz chipset since March 2010, and has received ample support from the State Administration for Radio, Film, and Television (SARFT), its Academy of Broadcasting Science, and Timi Technologies. Telepath was one of the original CMMB chipset developers in China and successfully supported the SARFT CMMB service demonstration during the 2008 Beijing Olympic. It is currently a leading supplier for CMMB chipsets, and its Research & Development personnel include Dr. Hui Liu, the principal founder of CMMB and the CTO/Vice-Chairman of the Company.

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

Hong Kong, 16 January 2012

*As at the date of this announcement, the Board comprises two executive Directors, 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.*