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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)

VOLUNTARY ANNOUNCEMENT

CMMB Vision and Consortium Submits Proposal for Next Generation US Technology Standard ATSC 3.0

The board is pleased to announce that the Company has joint with a China-US consortium to submit an ATSC 3.0 proposal in the US. The consortium includes China's National Engineering Research Center of Digital Television(國家數字電視研發中心), Shanghai Jiao Tong University(上海交通大學), Shanghai Advance Research Institute(上海高研院), Chinese Academy of Sciences(中國科學院) and Bell Labs of the US(美國貝爾研究室). The consortium is led by the Company's CTO and Vice Chairman Dr. Hui Liu.

Global Collaboration: ATSC 3.0 is the next video and television technology standard of the US following the current ATSC 2.0. It will be determined through voting by ATSC members, a global industry group for TV and media technologies and services. ATSC has called for proposals from around the world. Other competing proposals include from Samsung(三星) and Sony(索尼), Canada's Communications Research Centre and South Korea's Electronics and Telecommunications Research Institute, Qualcomm(高科) and Ericsson(愛立信), LG, Zenith and Harris Broadcast, etc. Formal proposal are to be submitted by Sept 27.

Holistic Approach: Our proposal represents a holistic approach to the diverse technical capabilities required for next generation consumption of media entertainment, such as: integration of data, voice, and video for multimedia contents, convergence of broadcast and unicast architecture to render delivery abundant, instant, and cost-efficient (i.e., TV can be rendered to deliver broadband content just as 3G and LTE and vice versa), joint terrestrial and satellite coverage to render services anytime anywhere, seamless viewing experience over multiple screens for fixed, mobile or edged devices, and above all, low-cost and unifying compatibility with existing TV and telecom industries.

Ecosystem Support: Our proposed standard has the advantage of early commercialization, as many of the underlying technologies are derived and evolved from the most advanced technologies (i.e., DTMB, CMMB, and NGB-W) which have already been currently commercialized in China and with support of world's largest vendor ecosystem, which would mean device and equipment supply supporting the standard can quickly be brought to the global market.

Ready New York Platform for Testing and Trial: The Company will render its mobile multimedia network under development in New York available for test and trial for the proposed standard, and this can greatly shorten the timing for R&D-to -market cycle, thereby making the standard much more ready and available to be adopted by the global market to accommodate the explosive demand for video and multimedia entertainment in the Internet era.

The board will keep shareholders informed of any further progress.

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

Hong Kong, 30 August 2013

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.