



## PRESS RELEASE

### For Immediate Release

# ARTIVISION'S CHINA PARTNER SEALS LANDMARK DEAL WITH XUNLEI (“迅雷看看”), A MAJOR ONLINE VIDEO PORTAL

**Singapore, 4 October 2011** – Artivision Technologies Ltd (“Artivision”, “慧视科技有限公司” or the “Company”), is pleased to announce that its strategic partner in China 文翰易德北京文化传媒有限公司 (“One Hand Edit Media (Beijing) Culture & Media Co., Ltd.” or “文翰易德”) has signed an agreement with 迅雷看看 (“Xunlei Kankan”) to bring the Company’s proprietary, cutting-edge online video advertising technology, AdVision to its online video entertainment portal. 迅雷看看 is one of China’s top online video entertainment websites in terms of views. This follows the agreements signed with China Network Television (“CNTV”), www.56.com and 爆米花 (“Baomihua”) in August this year.

Under the agreement, 文翰易德 will provide Artivision’s proprietary AdVision technology, a non-intrusive in-video advertising solution, on 迅雷看看’s online video content for three years until 22<sup>nd</sup> September 2014.

迅雷看看 is one of the largest online video entertainment portals in China, garnering average daily views of approximately 10.6 million<sup>1</sup> and 9.9 million<sup>2</sup> for the first and second quarters of 2011 respectively. This ranks it as the third largest online video website in China after youku.com and tudou.com. 迅雷看看 offers a wide range of popular video programmes on its web portal, appealing to different demographic groups. The popularity of 迅雷看看 has added to its parent company 迅雷’s (“Xunlei’s”) advertising revenues which grew at a CAGR of 45.1% from approximately US\$11.9 million in 2008 to US\$25 million in 2010<sup>3</sup>.

Mr Kenneth Goh (吴之劭), Chief Operating Officer of Artivision said, “We are extremely pleased with our progress in China. 迅雷看看, ranking among the top three online video entertainment portals, will further augment our infrastructure network upon which AdVision can flourish. This agreement also serves as a further endorsement of our advanced technology, which provides online advertising real estate not possible before. With the rapid growth of the online advertising market in China, we are certain that more media owners will be drawn to our technology to boost their advertising revenues.”

This latest agreement with 迅雷看看, together with the agreements with CNTV, www.56.com and 爆米花, should open an advertising platform for AdVision that could potentially reach approximately 21.7 million<sup>1</sup> and 21.3 million<sup>2</sup> average daily views for the first and second quarters of 2011 respectively.

<sup>1</sup> iUserTracker 2011.Q1 web usage monitor report based on 200,000 internet terminals across China - iResearch

<sup>2</sup> iUserTracker 2011.Q1 web usage monitor report based on 200,000 internet terminals across China - iResearch

<sup>3</sup> Xunlei Limited IPO Prospectus, 2011



Mr Goh enthused, “We are excited to be the first Singapore company to enter the online video entertainment advertising sphere in China on such a large scale. This is a fast-growing yet relatively unexplored opportunity for us to capitalise on our technology, and we want to continue to make the best out of it.”

Artivision continues to seek out further opportunities in China through 文翰易德 to bring AdVision to more online video networks. The management believes that online advertisement spending is set to increase given the growing internet proliferation rate in China<sup>4</sup>. This vast market presents opportunities for AdVision to expand its audience reach and will remain a key growth driver for the Company.

None of the Directors or controlling shareholders of the Company has direct or indirect interest in the above contract. The Directors are also not aware of any substantial shareholders that have any direct or indirect interest in the above contract.

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## **About Artivision**

Listed on the SGX-Catalist on 18 August 2008, Artivision is a leader and pioneer in the development of online video advertising and video security technology solutions.

The Company’s products and applications are based on its core proprietary computer vision technology known as AVision.

Artivision’s advertising technology utilises advanced video content analysis and facial recognition algorithm to seamlessly integrate advertising units into videos, without obscuring content. The solution combines the simplicity of online display advertisements with the element of video to drive greater viewer click-throughs of the product or service.

Artivision has a customer base that spans the United States, Europe and Asia, which utilise its proprietary security surveillance and media advertising solutions for business-to-business and business-to-consumer applications.

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<sup>4</sup> Worldwide Ad Spending: Online Drives Growth - eMarketer



This announcement has been prepared by Artivision Technologies Ltd. (the “Company”) and its contents have been reviewed by the Company’s Sponsor, Collins Stewart Pte. Limited, for compliance with the relevant rules of the Singapore Exchange Securities Trading Limited (“SGX-ST”). Collins Stewart Pte. Limited has not independently verified the contents of this announcement.

This announcement has not been examined or approved by the SGX-ST and the SGX-ST assumes no responsibility for the contents of this announcement including the correctness of any of the statements or opinions made or reports contained in this announcement.

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