



PRESS RELEASE

For Immediate Release

ARTIVISION'S CHINA PARTNER INKS AGREEMENTS WITH TOP ONLINE VIDEO PUBLISHERS

Singapore, 15 August 2011 – Artivision Technologies Ltd (“Artivision” or the “Company”), a specialist developer and pioneer in the development of advanced visual recognition technology is pleased to announce that the Company’s 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 entered into an agreement with China Network Television (“CNTV” or “中国网络电视台”) to bring the Company’s proprietary, cutting-edge online video advertising technology, Advision, to CNTV. CNTV is a division of China Central Television, the national television station of the People’s Republic of China and is one of the country’s most influential media platforms.

The agreement with CNTV will span approximately five years ending on 31 December 2015, and will see collaboration between 文翰易德 and CNTV in adopting and promoting the use of the Company’s Advision technology. At the same time, 文翰易德 has secured an advertising contract with Dongfeng Motors, the largest listed automobile company in China for a two-month long advertising campaign to run on CNTV’s content. The advertisements will appear on the popular Chinese TV series “乡村爱情交响曲” (“Village Love Song”) accessible on www.cntv.cn, which has a regular weekly viewerships of more than 45,000 people.

Mr Kenneth Goh, Artivision’s Chief Operating Officer said, “We are extremely excited about this collaboration as we believe that CNTV has a large platform for the implementation of our technology. This is a big step in getting our foot through the door and obtaining our first revenue stream in China. We will focus our efforts on developing other similar partnerships to grow this business there.”

The agreement with CNTV is one of the three agreements that 文翰易德 has signed with major online video publishers in China, the other two being www.56.com and 爆米花 (“Baomihua”) (www.baomihua.com). www.56.com is one of the largest video-sharing websites in China offering more than 80 million videos online and ranks amongst the top 20 most popular social media sites. 爆米花 is an online video website that offers content provided by its terrestrial broadcast partners and is one of



the most preferred advertising platforms amongst online video content providers in China.

Mr Goh added, “The barriers to entry in the China market are high and our partnership with such major publishers through 文翰易德 is a testament to the robustness of our technology and an endorsement of the potential for our business in China.”

Advision is based on Artivision’s proprietary video content analysis software for detecting predefined scenarios and events over a stream of video images. This technology is a proprietary patented technology developed by Artivision’s research and development (“R&D”) team, which in essence, creates new real estate for advertisers to tap into when engaging in online advertising.

This unique and advanced technology detects appropriate backgrounds during the screening of any online video to subtly display advertisements. In this instance, it will enable the advertiser, Dongfeng Motors, to tap on the large viewerships of online videos available on CNTV’s website to deliver integrated in-video advertisements to target audiences.

Dr Ofer Miller, Artivision’s Chief Technology Officer said, “We continue to invest in R&D as it is one of the key pillars of the Company, and allows us to maintain our competitiveness in the marketplace. We have a first-mover advantage now, and we aim to keep this leadership position.”

Through the collaborations with major publishers and major online video content providers, Artivision hopes to harness the earning potential presented by the growing number of internet users in China. It is also working closely with 文翰易德 to promote the Advision technology and secure agreements with Chinese video websites. On the research front, Artivision is constantly refining its proprietary technologies and honing its creative edge in their application. With these developments, barring any unforeseen circumstances, Artivision is primed for future growth.

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For media queries, please contact:

Kreab Gavin Anderson, Tel: +65 6339 9110

Jenny Yeo, Mob: +65 9003 0147, Email: jyeo@kreabgavinanderson.com

Sharon Seetho, Mob: +65 9009 8495, Email: sseetho@kreabgavinanderson.com

Clarence Koh, Mob: +65 9800 7690, Email: ckoh@kreabgavinanderson.com



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 video, 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.

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.

The contact person for the Sponsor is Mr Alex Tan, Managing Director, Corporate Finance, Collins Stewart Pte. Limited, at 77 Robinson Road, #21-02 Singapore 068896, telephone (65) 6854 6160