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NEWS RELEASE

ARTIVISION TECHNOLOGIES LTD. ESTABLISHES JOINT VENTURE COMPANY TO DEVELOP APPLICATIONS FOR MEDIA PUBLISHERS AND MEDIA CONTENT PROVIDERS

Singapore, September 11, 2008 – Artivision Technologies Ltd. (“Artivision” or The Group), a leading player in video analytics for visual intelligence, announced today that entered into a joint venture agreement with Mr Amir Segev (“Amir”), Mr Sagi Gordon (“Sagi”) and Mr Nadav Kehati (“Nadav”) to set up ArtiMedia Pte Ltd.

ArtiMedia shall be engaged in the extension of the Company’s existing proprietary VCA technology-Avision™ into various machine vision based applications and solutions for media publishers and media content providers. It aims to provide value-added monetization services for media publishers and content providers by leveraging on their huge communities of online users for media content target marketing. Said Mr Leong Kwek Choon, Chief Executive Officer of Artivision, “It is consistent with our company strategy to extend our technology into the internet consumer/community space. Rapid progress and roll out of various commercially viable applications are expected within the 12 months.” As the company’s proprietary VCA technology has the full technology for processing and analysing video images, it is not subjected to third party licensing agreements, thus enabling significantly shorter development cycles and faster time to market.

ArtiMedia is commencing development with immediate effect to tap the growing online video community. comScore (NASDAQ: SCOR), a leader in measuring the digital world, today released July 2008 data from the comScore Video Metrix service, reporting that Americans viewed more than 11.4 billion videos for a total duration of 558 million hours during the month. With online videos growing at unprecedented rates, the revenue potential from content monetization is substantial.

Information on our joint venture partners:-

1. Amir Segev.

Amir Segev has more than 12 years of experience in marketing and business development in hi-tech video industry at companies such as Big Band International and Scopus Video Networks Ltd.

2. Sagi Gordon

Sagi Gordon brings with him more than 10 years of experience in senior positions at technology and Internet companies such as Metacafe International and Xtend Media Inc.

3. Nadav Kehati

Nadav Kehati brings with him 15 years of experience in software development and in design and development of an online video delivery system in the video, surveillance, multimedia, financial and telephony industries.

The investment is funded by internal resources and is not expected to have any material impact on the earnings per share and net tangible assets of the Company for the financial year ending 31 March 2009.

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