



PRESS RELEASE

For Immediate Release

ARTIVISION'S VIDEO CONTENT ANALYSIS TECHNOLOGY TO BE USED IN THE PEOPLE'S REPUBLIC OF CHINA'S RAILWAY MINISTRY INITIAL PROJECT

- 18 major train stations across North-East China will install Artivision's intelligent video surveillance software

Singapore, 4 November 2011 – Artivision Technologies Ltd (“Artivision”, “慧视科技有限公司” or the “Group”) is pleased to announce that its Video Content Analysis (VCA) solution has passed the pre-qualification of the People's Republic of China's Ministry of Railway's and will be implemented in an initial project expected to go live in 2012. Beijing Daheng Innovative Technology Co. Ltd (“Beijing Daheng”), which currently provides digital signage systems to the People's Republic of China's Ministry of Railway, will install the state-of-the-art intelligent video surveillance solution at 18 major train stations across North-East China, including Beijing, Qinhuangdao, Jingzhou, Changchun and Shenyang.

This is the latest development in Artivision's collaboration with Beijing Daheng following the agreement signed in October 2011 to use Artivision's AVision software exclusively in its surveillance hardware applications.

For Beijing Daheng, this initial project is worth more than S\$25 million for the complete system which includes the provision of hardware, software and secure networks across 10,000 channels. Barring any unforeseen circumstances, Artivision's share of the gross revenue from this initial project is expected to be approximately S\$9 million. Upon successful completion of the initial project, the solution will be implemented across China's train stations covering more than 150,000 channels and will be worth over S\$350 million for Beijing Daheng.

This initial project is expected to have a positive impact on the Group's earnings per share and net tangible assets per share over the duration of the project which is expected to be completed in 2012. However, the impact to the Group's net tangible assets per share and Group's earnings per share for the current financial year ending 31 March 2012, is not expected to be significant.

Mr Kenneth Goh (吴之劭), Chief Operating Officer of Artivision said, “Through our collaboration with a major systems integrator like Beijing Daheng, we have access to



participate in the larger and more prominent infrastructure projects in China. This new project is a clear endorsement of the quality of our technology and we are extremely excited at the opportunities ahead.”

AVision is Artivision’s flagship product. Its unique ability to accurately process changes in video patterns and perform an entire suite of object and movement detection, recognition and tracking has made it the technology of choice in the international security industry. AVision is used in surveillance applications at customs checkpoints, military facilities, airports, expressways, shopping malls and offices.

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

Shareholders are advised to exercise caution when dealing with the shares of the company in relation to this announcement.

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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 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.

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