



PRESS RELEASE

For Immediate Release

ARTIVISION SIGNS MOU WITH INTEL

- First Singapore company with Video Content Analysis and Advertisement Serving Technologies to Enter into a Technology Arrangement with World's Largest Microchip Maker

Singapore, 05 February 2012 – The Board of Directors of Artivision Technologies Ltd (“Artivision”) is pleased to announce that its wholly-owned subsidiary, ArtiMedia Pte Ltd (“Artimedia”), has entered into an exclusive non-binding Memorandum of Understanding (“MOU”) with Intel Corporation Inc. (“Intel”), the world’s largest microchip manufacturer, on 1 February 2012 (“MOU Date”).

Under the MOU, Artimedia will incorporate its front-end in-video advertising platform and back-end advertisement serving technology into Intel’s Software Development Kit or SDK that has Intel’s “Wi-Fi Direct” technology. “Wi-Fi Direct” technology enables mobile and other devices to connect directly with each other and to transfer and share content, including images, pictures and videos. The MOU will automatically expire upon the lapse of four (4) months from the MOU Date, unless extended mutually in writing.

A definitive agreement (the “Definitive Agreement”) is expected to be entered into between Artimedia and Intel once the first working SDK with Artimedia’s front-end and back-end technology is deployed on a demo mobile device. The Definitive Agreement will cover, *inter alia*, the license fee per installation in each Intel platform, an equally-split revenue sharing model and non-competition commitment. It is understood that Intel Capital will be given the first opportunity to invest in Artimedia, subject to the terms and conditions of the Definitive Agreement.

Dr Ofer Miller, Chief Technology Officer of Artivision and Chief Executive Officer of Artimedia, says, “This is a great opportunity for Artimedia to distribute our state-of-the-art video technology and to reach the mass market. Artimedia’s front-end technology intelligently analyses the video stream in order to place unique non-intrusive ads onto the online video content. The back-end technology will be used as an open platform for advertisers to place images, pictures and videos onto any devices while using Intel’s “Wi-Fi Direct” technology. Dr Miller believes that this partnership with Intel would augur well for Artimedia’s video technology which has strong market potential.

Intel microchips are widely used in a broad range of communications and computing devices such as smartphones and tablets, the demand for which has been growing in the last few years. In 2011, 500 million units of smartphones and tablets were shipped globally and is forecast to increase to 600 million and 750 million in 2012 and 2013, respectively. (source: KPCB Top Mobile Internet Trends, Feb 2011)



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

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

-Ends-

For media queries, please contact:

Kreab Gavin Anderson, Tel: +65 6339 9110

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

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