

TCL Electronics Launches New Series of TVs with Quantum Dot Pro

Upgrade Sound, Picture and AI Technologies to Explore Smart Home Business in 5G Era

(March 4, 2020, Hong Kong) At 2020 Spring Product Launch, “TCL Making Life Intelligent”, **TCL Electronics Holdings Limited** (“**TCL Electronics**” or “**the Company**”, HKSE stock code: 01070.HK) unveiled 13 kinds of TVs marketed as “Large-screen Sound and Picture Experts that Understand You”. These kinds of TVs are categorized in 3 series, including “C8 Zhizhen QLED TV”, “P9 Hollywood Theater TV” and “V8 full scene AI TV” equipped with further enhanced sound and picture technologies and new Artificial Intelligence (AI) function. At the event, the Company announced its definition on “Smart technologies” by pursuing a two-pronged approach of “products + technologies” as well as interconnection between single smart product and various product categories to redefine “home and home appliances” and embrace the imminent 5G revolution.

The event was held online and streamed live due to the outbreak of Novel Coronavirus (the “Epidemic”). According to TCL Falcon’s Nebula Big Data, the average daily time of users spent on TCL TV in Chinese Lunar New Year increased by 35% compared with the corresponding period of last year. The average daily click rate of “Against the Epidemic” channel on TCL Smart TVs registered over 50%, indicating that an increasing number of users choose TV as the news source of the epidemic. The “Learn from Home” channel attracted 120,000 users on its first day launch, indicating that more students take lessons on TV.

Three Highlights: Quantum Dot Pro, Top-notch Hi-Fi, and Upgraded Full-scenario AI

The “C8 Zhizhen QLED TV” is equipped with the quantum dot Pro 2020 technology. Quantum dot materials are high-quality nanoscale light-emitting materials that can display purer colors and improve the color gamut for TVs. Combined with TCL’s self-developed Q image quality engine technology, it has made in-depth optimization in terms of brightness, color and sharpness; thus, presenting perfect picture qualities. The “P9 Hollywood Theater TV” is positioned as a large-screen home theater with impressive sound effects. The P9 is equipped with Onkyo Hi-Fi audio and passed the examination from professional tuners of GoldenEar. The “V8 full scene AI TV” series offer: (1) hands-free AI interaction; (2) face/voice recognition for identifying different users and making personalized recommendations; (3) the AIPQ Engine for better sound and picture effects, which can identify and optimize 8 types of scenario and 9 kinds of content; (4) the large screen can be used to control the entire Smart appliances. These three series are each priced at affordable level, offering mass consumers premium picture and sound qualities and full-scenario AI TV from TCL Electronics.

As a leader of quantum dot TV company, TCL established a world-class electroluminescent quantum dot lab. It also has picture and audio quality teams with over 1,000 experts and 11

research institutes around the world. Moreover, it has engaged in the formulation of over 50 picture quality standards of national, industry and associations; and it has applied for over 700 patents about quantum dot technology, ranking No.2 worldwide. In 2019, sales volume of TCL QLED TVs grew by 66% year-on-year. It is believed that the penetration rate of quantum dot products will increase as the technology is transplanted from the high-end X series products to the C series products for the first time. The Company has five experts of GoldenEar working in six listening labs for different sound sources and two fully anechoic labs to ensure the perfect sound qualities of its TVs.

Upgraded T-LODGE for Better Lodging Products and Solutions

At the Spring Product Launch event last year, TCL Electronics introduced a brand-new business known as “AI x IoT” and debuted a 4T scenario-based product matrix, including T-HOME, T-LIFE, T-LODGE, and T-PARK. This year, an upgrade of lodging products and solutions under T-LODGE are announced. With the support of powerful SaaS platform, management of people, areas and facilities can be achieved via AIoT central platform and applets. In the ecosystem aspect, TCL Electronics partners with Alibaba and Ant Financial to jointly offer solutions for 4 scenarios, such as access management, energy management, audio and video entertainment and intelligent home appliances. The high-quality solution of smart health scenario provided by TCL Electronics is not only available to industry users but also to the mass. For example, TV works as the hub of a household, and becomes a control and display center by connecting all home appliances via edge computing gateway to support functionality in six typical scenarios, including security, smart interaction, sleep, bathing, health, storage and cleanup.

Kevin Wang, CEO of TCL Electronics, said, “Ensuring convenient and healthy live by smart technology is the most important issue. As 5G develops, we will pay more effort on the application of AI x IoT strategy in all product categories. To meet with consumers’ needs, we have to come up with Smart products with outstanding core functions and interconnection. In 2020, we are dedicated to providing users with smart and healthy living products and services on AI x IoT business.”



TV成为家庭生活的重要陪伴

35% ↑

开机时长同比提升35%
更多用户把时间花在电视上



50%+

“战疫情”频道的点击率50%+
更多用户通过电视关注疫情资讯



12万

“在家上课”首日用户数12万
更多孩子选择在大屏端完成课程



数据来源：星云大数据平台

MAKING LIFE INTELLIGENT
TCL 2020春季新品线上发布会

不是所有的量子点都是量子点Pro

“毛坯” VS “精装”的天壤之别



普通电视



友商
仅有量
见斗



TCL量子点Pro2020
量子点材料+绚丽珑调色芯片+Q画质引擎

MAKING LIFE INTELLIGENT
TCL 2020春季新品线上发布会

TCL T-LODGE 智能生态系统

1个SaaS平台 + 4个场景解决方案 + X个生态

应用

- 管家系统
- 设备运维系统
- 工程管理系统
- 在线客服系统
- 用户APP
- 开放API

中台

- IoT云平台
- 数字中台
- AI中台
- 业务中台

技术

- 关键技术：5G/4G、Highway、NB-IoT、驱动新技术
- 人脸识别、语音识别、边缘计算



入户解决方案

影音娱乐解决方案

能源管理解决方案

智慧家电解决方案

阿里云 aliyun.com

蚂蚁金服 ant financial

小白科技 xiaobai technology

tuya

雷小口

F 盾乾PMS

MAKING LIFE INTELLIGENT
TCL 2020春季新品线上发布会

~End~

About TCL Electronics

Headquartered in China, TCL Electronics Holdings Limited (stock code: 01070.HK, incorporated in the Cayman Islands with limited liability) is one of the leading companies in the global TV industry engaging in the research and development, manufacturing and sales of consumer electronics products. Adopting a new business model oriented towards products and users and strategically focusing on “smart technologies + Internet” and “products + services”, TCL Electronics is dedicated to becoming a globally leading smart technology Company and strives to build a comprehensive ecosystem for smart TVs, which provides users with smart and healthy living products and services. According to the latest Sigmaintell report, in the first three quarters of 2019, the Company ranked second in the global TV market in terms of its market share based on sales volume. TCL Electronics has been incorporated into the eligible stocks list of the Shenzhen-Hong Kong Stock Connect Scheme, Hang Seng Stock Connect Hong Kong Index, Hang Seng Composite MidCap & SmallCap Index and Hang Seng Corporate Sustainability Benchmark Index. For more details, please visit the Company’s website: <http://electronics.tcl.com>.

For Enquiries:

Hong Kong Zhixin Financial News Agency Limited

Ms.Rachel Lei	Tel: (86-755) 8254 5361
Ms.Lilian Lam	Tel: (86-755) 8255 0643
Ms.Jules Zhu	Tel: (86-755) 8277 0579
Ms.Fancy Wang	Tel: (86-755) 2589 3557
Mr.Jason Wang	Tel: (86-755) 2394 1306
Mr.Alex Xiao	Tel: (86-755) 8323 6296

Email: info@zhixincaijing.com