

## TCL Electronics Launches State-of-the-art Products at CES 2021 with Next-gen Display Technologies

\* \* \* \* \*

### Pioneer OD Zero™ Mini-LED and Series of Mini LED TVs

HONG KONG, 15 January 2021 -- **TCL Electronics Holdings Limited** (“**TCL Electronics**” or “**The Company**”, stock code: 01070.HK) debuted its TCL 4K Mini-LED TV C825 and its next-generation OD Zero™ Mini-LED display technology at the Consumer Electronics Show 2021 (CES 2021).

As a leading enterprise in the global TV industry, TCL Electronics is constantly innovating and upgrading its products, in order to provide global customers premium experience from innovative TV products. At CES 2021, TCL Electronics launched a series of new TV products, including 4K Mini-LED TV C825, TCL 4K QLED TV C725, and TCL 4K HDR TV P725, with the next-generation display technologies. As an important addition in TCL’s continuous commitment to Mini-LED Display Technology, TCL C825 adopts multi-unit backlight control to make precise light control possible. Featuring Quantum Dot Display Technology, C825 combines higher gamut and more precise light control to achieve the ultimate picture quality effect. In the meanwhile, C825 also features Dolby Vision HDR and supports Dolby Atmos, enabling its users to enjoy the audiovisual experience of the movie theatre in the comfort of their own homes. To make moving images smoother and video gaming more engaging, the C825 uses 120Hz MEMC and 120Hz low reverse display. With supreme audio-visual quality together with Imax Enhanced, C825 will deliver unparalleled enjoyment to consumers at home.



4K Mini-LED TV C825 combines higher gamut and more precise light control to achieve ultimate picture quality effect

In the meantime, TCL Electronics unveiled a new generation of Mini-LED display technology--OD Zero™ Mini-LED technology. With the latest Mini-LED backlight technology, it delivers striking brightness with even richer colors, precise contrast, and

smooth uniformity. The optical distance between the Mini-LED backlight layer and the LCD display layer has now been reduced to an astonishing 0 mm. With its skilled in-house technology development and powerful vertical integration, TCL Electronics is going to deploy this latest display technology in TCL brand TVs. In the future, the Company will launch its state-of-the-art ultra-slim TCL TVs with OD Zero™ Mini-LED to further improve viewing experience.

At CES 2021, the Company announced its all-new TCL 20 Series lineup of smartphones. This series includes five latest models of its 2021 collection of TCL smartphones. The most attractive of them is the TCL 20 5G, a 5G smartphone to launch under 300 EUR, a new low in pricing at the 5G smartphone market and undoubtedly a competitive combination of excellent performance and affordability in the current western 5G smartphone market. This product is equipped with Qualcomm® Snapdragon™ 690 5G chipset, 6.67-inch FHD+Dotch display, and upgraded NXTVISION 2.0 display technology, which enhances display effect, color accuracy, and vision protection. Thanks to its support of SDR-to-HDR function and HDR video playback, users can enjoy outstanding visual experience. Other products such as TAB tablets, as well as MoveAudio S600 wireless earbuds, will meet users' various needs in entertainment, work, and study, upgrading their convenient and smart way of living.



The Company announced its TCL 20 5G smartphones at below 300 EUR, a competitive combination of excellent performance and affordability in the current western 5G smartphone market

With its global strategic layout further established, the Company's brand influence continues to increase with its branded TVs well recognized by consumers around the world. In the fourth quarter of 2020, sales volumes of TCL brand TV increased by 20.2% year on year to 6.61 million sets. The sales volumes in the whole year of 2020 reached 23.93 million sets with a year-on-year growth of 15.9%, overshooting its sales target and hitting a new high. In the future, TCL Electronics will continue to increase R&D investment to further develop technologies like AI, Internet-based Big Data, 5G, smart manufacturing, smart interaction and smart display. The Company will step up the development of three major smart scenarios namely smart home, mobile services

and smart commercial displays in order to offer users smart living services. TCL Electronics will endeavour to become a global leading smart technology company that brings long-term sustainable growth and returns to shareholders.

~END~

### **About TCL Electronics**

Headquartered in Shenzhen, China, TCL Electronics Holdings Limited (stock code: 01070.HK, incorporated in the Cayman Islands with limited liability) is engaged in the research and development, manufacturing and distribution of consumer electronic products such as smart TVs and mobile communication devices and independently developed home Internet services. TCL Electronics has emerged as a world-leading and China's only diversified consumer electronics platform with advantages of vertically integrated industrial chain. With smart display as the core of the strategy and 5G and "AI x IoT" as technology drivers, TCL Electronics provides users with a smart and healthy life with household, mobile and commercial scenarios and is devoted to becoming a world-leading smart technology company. According to the latest report from Sigmaintell, the market share of global brand smart TV of TCL Electronics in the third quarter of 2020 ranked Top 3 in the world. With leading positions in the domestic and overseas markets, the MAU and ARPU of TCL Electronics' home Internet operation platform ("Falcon Network Technology") both ranked among the top in the PRC market. TCL Electronics has also emerged as the industry's only Chinese company with sustainable and large-scale revenue in the overseas Internet services. TCL Electronics is included in the eligible shares 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 information, please visit the website of investor relations of TCL Electronics: <http://electronics.tcl.com>.

### **For Enquiries:**

#### **TCL Electronics**

Mr. Terence Ng                      Tel: 852-2437 7481

Email: [terenceng@tcl.com](mailto:terenceng@tcl.com)

#### **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

Email: [info@zhixincaijing.com](mailto:info@zhixincaijing.com)