



**ARTIVISION TECHNOLOGIES LTD.
(Incorporated in the Republic of Singapore)
Company Registration No: 200407031R**

**RELEASE OF NEW APPLICATION – ADVISION
THAT MONETIZE SOCIAL-MEDIA CONTENT**

The Board of Directors of Artivision Technologies Ltd. (the “Company”) is pleased to announce that the company has released a social-media application, Advision.

Advision utilizes Artivision’s patent-pending, advanced video and photo content-analysis capabilities and can empower people engaged in social website(s) with the ability to generate revenue from their online content. With Advision, users can upload their own videos to their Facebook page on their computers and be paid for each view. Advision displays advertisements on users’ content, and splits the advertisement revenue directly with the users. For the first time, users can receive money for content they upload to social media site(s). We have uploaded this application into Facebook. The Company wishes to advise that it has not entered into any commercial contract with Facebook at this point of time.

For more information please visit <http://apps.facebook.com/advision> or at www.artivision.com for our application, Advision.

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

BY ORDER OF THE BOARD

PHILIP SOH
Non- Executive Chairman
15 May 2011

This announcement and its contents have been reviewed by the Company’s Sponsor, Collins Stewart Pte. Limited, for compliance with the relevant rules of the 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.