



## **PRESS RELEASE**

### **For Immediate Release**

## **ARTIVISION SIGNS LANDMARK DEAL WITH CHINESE TECHNOLOGY GIANT DAHENG**

- Deal is the largest signed for Artivision's security business to date
- S\$6 million in revenue guaranteed within the first 18 months, with the potential for an additional S\$36 million over the subsequent 24 months

**Singapore, 19 October 2011** – Artivision Technologies Ltd (“Artivision”, “慧视科技有限公司” or the “Group”) is pleased to announce that its subsidiary ArtiSecurity Technologies Pte Ltd (“ArtiSecurity”) has entered into a collaboration agreement with Chinese technology giant Beijing Daheng Innovative Technology Co. Ltd. (“Beijing Daheng” or “大恒”) to exclusively adopt the AVision software for its surveillance hardware applications. At S\$42 million, the deal is the largest contract signed for Artivision's security business to date.

Under the terms of the agreement, ArtiSecurity will receive a minimum guaranteed revenue of S\$6 million within the first 18 months, with potential revenue for an additional S\$12 million over a subsequent period of 12 months, and S\$24 million for a final period of 12 months thereafter. In return, during the term of this agreement, Beijing Daheng will have the exclusive licence to market and distribute AVision to customers in the People's Republic of China.

Beijing Daheng is a subsidiary of Daheng New Epoch Technology Inc. (“Daheng New Epoch” or “大恒新纪元科技股份有限公司”), a company listed on the Shanghai Securities Exchange with a market capitalisation of more than RMB3.5 billion. Daheng New Epoch is principally engaged in research, development, manufacture and distribution of integrated circuits (ICs), optical devices, optical and thin film components. With operations in Beijing, Shanghai and Zhejiang, Daheng New Epoch handles numerous security projects for the Chinese government due to its ability to effectively integrate technologies to present a complete suite of security applications to its clients.

Beijing Daheng is a recipient of numerous high-level endorsements including the prestigious Grade A qualification for Information Technology System Integration from the Ministry of Industry and Information Technology and highly sought after Security Clearance Certificates for top confidential information technology system integration



from the State Secrecy Administration of China. Some of its esteemed customers include The Great People's Hall, Ministry of Railway, National Power Grid and other state-owned enterprises.

Mr Kenneth Goh (吴之劭), Chief Operating Officer of Artivision said, "This agreement is the result of stringent testing of our technology and software, involving many people and resources on both sides. Our success in securing an agreement with such a prominent player is a clear endorsement of the viability and high quality of our technology. The cash flow from the deal over the next three and half years will contribute positively to our financial performance."

Dr Ofer Miller, Chief Technology Officer of Artivision added, "AVision is a robust software that offers a high degree of accuracy when detecting, recognising and tracking video objects. Our continued focus on research and development enables us to adapt AVision to meet the changing needs of this industry and our customers."

AVision's 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.

The agreement 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. 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.

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

Shareholders are advised to exercise caution when dealing with the shares of the company in relation to this announcement. A copy of Beijing Daheng's press release issued on the Shanghai Securities Exchange today is attached for more information.

-Ends-

For media queries, please contact:

**Kreab Gavin Anderson, Tel: +65 6339 9110**

Jenny Yeo, Mob: +65 9003 0147, Email: [jyeo@kreabgavinanderson.com](mailto:jyeo@kreabgavinanderson.com)

Sharon Seetho, Mob: +65 9009 8495, Email: [sseetho@kreabgavinanderson.com](mailto:sseetho@kreabgavinanderson.com)

Clarence Koh, Mob: +65 9800 7690, Email: [ckoh@kreabgavinanderson.com](mailto:ckoh@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.

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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.

北京，2011 年 10 月 19 日

北京大恒创新技术有限公司今天和慧视科技有限公司 (Artivision Technologies Ltd ) 签订了为期 3 年半的授权代理合同，在中国大陆地区独家代理销售慧视科技有限公司旗下的安防监控产品。

慧视科技有限公司是一家总部位于新加坡的上市企业。作为全球领先的视频监控解决方案的提供者，慧视科技有限公司拥有视频行为分析和人像面部识别方面的核心技术。基于这些技术的视频监控方案已经被广泛地运用于全球的机场，政府大楼，敏感设施及公共场所。

北京大恒创新技术有限公司的副总裁徐明时先生说到：“随着全国范围内“平安城市”建设的快速推进，以及各行业客户对现有视频监控系统智能化升级需求的激增，基于视频行为分析和人像面部识别的安防解决方案市场将成几何级地增长。中国安防协会预计到 2015 年中国安防市场的总产值将从 2010 年的 2300 亿元增长到 5000 亿元。我们很高兴能够在这个庞大的市场启动之际和慧视科技有限公司签订这样一个代理合同。慧视科技有限公司的产品不仅可以搭建新的视频监控系统，更重要的是可以无缝地集成到现有的安防系统里，这样就为我们打开了一个更为广阔的市场空间。三年半的代理期也可以让我们双方都投入更多的资源来开发市场。大恒公司相信，以我们在政府，军队，铁路，电力，金融方面的工程经验，加上慧视科技有限公司先进的产品，我们一定能在市场上占得先机，取得很好的成绩。”

### 关于北京大恒创新技术有限公司

北京大恒创新技术有限公司（以下简称公司），隶属于中国大恒（集团）有限公司。成立于 1993 年。公司一直致力于信息技术产品的开发、生产、分销、集成、咨询和服务。中国大恒（集团）有限公司成立于 1989 年，系中国科学院直属高科技企业，2000 年在沪上市（大恒科技，股票代码：600288），连续 7 年被评为全国电子百强企业，年营业额 15 亿，员工人数 500 人。公司在全国拥有 14 个分公司或办事处。公司的主要业务为系统集成、大恒软件和通用 IT 分销。

在应用系统及系统集成方面，公司主要为企业、教育和政府机关等行业提供专业的行业信息化整体解决方案和集成服务。公司在数据存储系列产品、数字监控系列产品以及网络安全、GPS、地理信息（GIS）等专业技术方面拥有强大的技术团队；针对教育、政府、企业、军队、铁路、石油、电力、金融、公安、交通、医疗等行业领域开发与行业信息化紧密相关的应用系统与解决方案。公司拥有信息产业部颁发的计算机信息系统集成一级资质、国家保密局颁发的计算机信息系统集成涉密资质等相关从业资质。

公司的软件业务包括大恒通用机械 CAD，大恒计算机辅助工艺软件、大恒产品数据管理系统软件、大恒电气计算机辅助设计软件、大恒文档加密系统等，在国内制造业信息化软件行业中占有重要地位。通用 IT 分销业务方面，公司目前是：Panasonic, Philips, InFocus, Viewsonic, Wacom 等国际著名公司在国内的总代理或增值代理商，在国内有近千家合作代理商和系统集成商。