

i-Vision Launches Mobile TV Channel “Mobile Cheering Station” with Beijing TV in August

July 30, 2008 –

Beijing TV (“BTV”) announced its launch of mobile TV services at a press conference held on July 30, 2008, a week before the opening of the 2008 Beijing Olympics. As a technology platform and content partner, i-Vision helped demonstrate the good quality live streaming TV services onto mobile phones, and the collaborative channel with BTV, “Mobile Cheering Station – Sui Shen Jia You Zhan” at the event.

i-Vision has focused on the development of mobile digital TV technology and interactive TV applications. The Company’s end-to-end mobile TV platform enables operators to drive revenues from interactive value added services and personalized advertising in addition to the traditional subscription business model. To celebrate the launch of mobile TV services, i-Vision collaborates with Beijing TV to offer a special “Mobile Cheering Station”, a channel specially produced for mobile TV that consists of continuous streaming of 2-3 minute clips of celebrity interviews, their cheering messages to the athletes, top brands’ events and behind-the-scenes party activities in the capital city during August. Beijing’s citizens and celebrities will get to participate and cheer for the China team and their favorite athletes on the new personal media platform. Mobile TV is also one of the ways to demonstrate how new technologies have made the Beijing Olympics stand out from the previous Games.

Unlike traditional media, new digital media such as mobile TV is still at its infant stage. Nevertheless, the interactive, accountable and personalized features of new media have already attracted much attention from innovative brand marketers. i-Vision partners with top brands including Olympics partners to pioneer the personal media platform of mobile TV on its “Mobile Cheering Station”, bringing an exciting new experience to the mobile TV users in Beijing at the country’s most exciting time.

About i-Vision

i-Vision China is a Beijing-based company that focuses on the development of mobile digital TV solutions and innovative interactive TV applications. In 2007, i-Vision received the “Red Herring Asia 100” Award and was selected as one of fifty ‘Top Innovators’ for the GSMA’s Mobile Innovation Summit. In 2008, the Company was named as one of the Top 50 Potential Investments for Mobile Phone Value-Added Products, and the Sony Ericsson sponsored Golden Olive Award for the Best Mobile Phone Advertising Platform.

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