



# News Release

## Intel Capital Announces Three New Investments in China

US\$22 million investment in e-commerce, digital home, and embedded computing to support building the compute continuum

### NEWS HIGHLIGHTS

- Intel Capital announces investments totaling approximately US\$22 million in 6DX, JoySee and BOCOM
- New investments in e-commerce, digital home, and embedded computing support Intel's move into markets adjacent to the PC market

**Beijing, August 3, 2011** – [Intel Capital](#), Intel's global investment organization, today announced it has invested in three Chinese technology companies, including 6DXchange Inc. (6DX), Beijing JoySee Technology Co., Ltd (JoySee), and Shanghai BOCOM Intelligent Network Technologies Co., Ltd. (BOCOM). The three investments total approximately US\$22 million and come from the US\$500 million Intel Capital China Technology Fund II.

Shanghai-based [6DX](#), which operates YaoDian100.com, is a B2C fashion and lifestyle e-retailer in China, with a wide range of products including apparel, shoes, beauty products, home furnishings, and electronic appliances. JoySee, established in 2011 as a subsidiary of [China Digital TV Holding Co., Ltd](#) (NYSE: STV), is engaged in the research and development of high-definition smart TV and cable smart set top boxes. [BOCOM](#), also based in Shanghai, is one of the leading providers of intelligent sensing & networking technologies in China, focusing on digital security and surveillance, ITS and Telematics, covering hardware, software, applications, solutions and services. The three Chinese technology companies represent key areas in the computing ecosystem, including e-commerce, digital home, and embedded computing. 6DX, JoySee and BOCOM will use the funding to support product development and market expansion.

“As the internet becomes more pervasive and smart devices proliferate in China, people's daily lives are inseparable from the computing experience,” said Arvind Sodhani, executive vice president of Intel and president of Intel Capital. “China is a critical piece of Intel Capital's investment philosophy and 6DX, JoySee and BOCOM are great examples of Intel's strategic initiatives to develop the compute continuum and the digital society. The investments and support from Intel Capital will foster the growth of these companies and their competitiveness in the global market.”

Ian Yang, president of Intel China, said, “Intel is making the transformation to provide compute continuum solutions, and China is a key market in this strategic direction. Intel believes that China's technology industry has huge potential for growth, especially with government support as outlined in the 12<sup>th</sup> Five-Year Plan. Internet and TV are among the fast-growing sectors in China. And we are committed to working with partners in these sectors to enable the best computing experience for

users. The three new investments made by Intel Capital are in line with Intel’s strategic focus in China.”

As one of the first investment organizations to enter China, Intel Capital’s strategy is to invest in cultivating local technological innovation. Led by Managing Director Richard Hsu, Intel Capital in China has six Investment Directors with Helen Chiu and Chris Pu in Beijing, Rao Hong and Sun XiaoGuang in Shanghai, Tony Kwan in Hong Kong and Christine Wu in Xiamen. Intel Capital has invested over US\$500 million in more than 100 Chinese technology companies since 1998.

Christine Wu, Hong Rao, and Tony Kwan are the deal managers of 6DX, JoySee, and BOCOM respectively, and they will sit on the boards as Intel Capital Board Observers.

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### **About Intel Capital**

Intel Capital, Intel's global investment organization, makes equity investments in innovative technology start-ups and companies worldwide. Intel Capital invests in a broad range of companies offering hardware, software, and services targeting enterprise, home, mobility, health, consumer Internet, semiconductor manufacturing and cleantech. Since 1991, Intel Capital has invested more than US\$10 billion in over 1,140 companies in 50 countries. In that timeframe, 191 portfolio companies have gone public on various exchanges around the world and 268 were acquired or participated in a merger. In 2010, Intel Capital invested US\$327 million in 119 investments with approximately 44 percent of funds invested outside the United States and Canada. For more information on Intel Capital and its differentiated advantages, visit [www.intelcapital.com](http://www.intelcapital.com).

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