

1. The brief introduction about the company

Crystal is a comprehensive creative digital company, which provides service on visual technology and cultural communications for large-scale international exhibitions, governmental organizations and large enterprises. Our technology service includes professional Special Effects, 3D Animation, multi-media, Video Data Base, 3D online Display and so on. We also provide creative visualized solutions for large events, city construction for clients.

Crystal CG Ltd was established in 1995, in Beijing; based on digital 3-dimensional technology, Crystal has dedicated to clients with its world-leading full-arrange digital visualization service. During 13 years development, Crystal has provided excellent service for clients from all fields such as architecture, engineering, commercial real estate, culture enterprise, government institutes, film & TV media, animation and so forth.

As the Beijing 2008 Olympic Games Graphic Design Service Supplier, Crystal provides 108 items of digital service for the ever "most splendid and largest Olympic Games". As the "Designated Multimedia World Expo Organization with a series of full-arrange digital creation, multimedia design service as well as presenting the excellence of "Digital Expo".

With the staff over 2500, Crystal's subsidiaries can be found in such cities as Beijing, Shanghai, London, Tokyo, Dubai, Hong Kong, Singapore, Shenzhen, Nanjing, Tianjin, Hangzhou and Dalian. The professional working team comprised of numerous brand designers and directors as well as animation and post production workforce build Crystal into one of the largest video technology application service companies in the world.

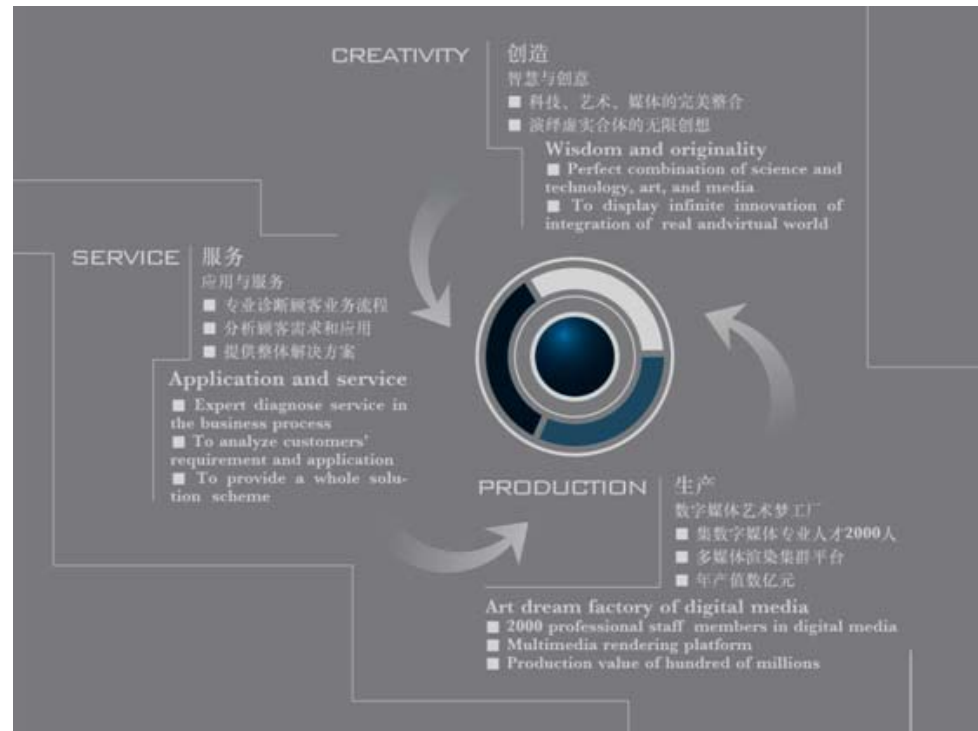
1) The main Honors

Crystal is.....

- Digital resource provider of Expo 2005 Aichi Japan
- 3D digital image developer assigned for 28th Suzhou World Heritage Conference
- Best 3DSMAX software User of Discreet in China area
- Autodesk multimedia user support centre
- Enterprise of new and advanced technology in Zhongguancun, Beijing
- The graphic design service provider of 2008 Beijing Olympic Games
- General Contractor of digital videos for Opening Ceremony of 2008 Beijing Olympic Games
- Assigned provider of multimedia design service of 2010 Shanghai Expo
- Digital resource provider of 2010 Expo Shanghai Online in China
- Graphic design service exclusive supplier in Universiade 2011 Shenzhen

2) Core Value

- The world-widely largest scaled production expert of high-quality digital media
- The supremely creative expert to spread and display digital media
- Marketing expert of digital media oriented towards customers' application diagnose



2. The story about Crystal and Expo

Crystal taking part in Expo

Crystal has been involved in works at all stages of such project since the concept of Expo Shanghai Online was put forward in Aug., 2006. It is conversant with the idea, significance and form of the Expo Shanghai Online and has gone to great lengths for the consummation of the Expo Shanghai Online.

In 2001 Crystal produced the Expo bidding Promotion Movie. The aesthetic charm of digital media content had impressed all the auditoriums.

In 2005 Crystal participated in the planning and designing for the crystal hall of China Pavilion in Aichi Expo.

In 2007 Crystal dedicated "5 multimedia installation" to the domestic large-scale road show of "Approaching the Expo".

In November, 2007 Crystal officially became Designated Multimedia Design Service Provider of Expo 2010 Shanghai China.

Since the year 2007 Crystal successfully held several forums with the theme of "Approaching the Expo-Digital Exhibition Technology" in Nanjing, Hangzhou, Guizhou,

Tianjin, Fujian, Hongkong etc, in which built up an exchange platform for other province, cities and SAR to participate in World Expo.

In April,2008 Crystal officially became the designated Expo Online.

3. Crystal and Expo online

The measures for the Exhibitors provided by Crystal

- The strong team to ensure completion of a comprehensive project on time
- The successful experience to enhance the technology of exhibition
- The space and visualization technology can reflect the theme of “ better city, better life” freely
- During the Expo Shanghai 2010, it can provide a set of full-arranged services

4. Crystal and online experience pavilion

What can Crystal provide for visitors?

1) We can provide user experience plan of full scale online experience pavilion.

Function demo	Display the details and flow of each function, such as demo, guide and scheduling
Subject deduction	Reproduce and deepen the personalized subject and contents of thought of the experience exhibition hall.
Information logic	Logic series relations between content columns
Interface design	design the user friendly interface of Expo Shanghai Online Experience Exhibition Hall from a perspective of user
Content organization	innovative performance based on the 3D platform and essence of Expo Shanghai Online

2) Advantages of Crystal in construction of Expo Shanghai Online Experience Exhibition Hall

Advantage 1: Professional experience

- Rich experience in project of internet information transmission
- Over a decade of professional architectural representation and exhibition experience, excellent understanding of construction plan of exhibitors’ exhibition hall without

obstacle.

- Lofty planning and implementation capability of vision plan
- Huge production team that may assure the quality and cycle of project
- Professional project management team and experience in project management

Advantage 2: Extensive resources

- Multimedia design service provider assigned for 2010 Expo Shanghai
- Key participator in the contents construction of a huge amount of real expo exhibition halls, i.e. Chinese National Hall, African Association Hall, etc.
- Having top end partners all over the world in areas as planning, marketing and vision representation, etc.

Advantage 3: Advanced technology

- Crystal reserves the proprietary intellectual property rights of 3D online exhibition technology platform, NCITY.
- NCITY network 3D exhibition platform (public network digital city platform) is a new generation network 3D digital data production and distribution platform developed by Urbanlab Lab jointed established by Crystal Digital Technology Co., Ltd and Massachusetts institute of Technology. The research and development process of this project was supported by Science and Technology Commission of Shanghai Municipality and Media Development Authority of Singapore with special funds.
- NCITY mainly focuses on the solutions to cross-platform online 3D representation and interaction technology and provides clients with professional network publicity representation solution and information services.

5. Contact

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