

Searchmedia Holdings Ltd  
Form 6-K  
October 15, 2012

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

October 15, 2012

Commission File Number: 001-33800

SearchMedia Holdings Limited

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(Translation of registrant's name into English)

Cayman Islands

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(Jurisdiction of incorporation or organization)

Room 902 and 903, 500 Weihai Road,  
Jing An District, Shanghai, China 200041

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(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F: [

x ] Form 20-F [ ] Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): [

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Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): [

]

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934: [

] Yes [ x ] No

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If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):

n/a

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SearchMedia Holdings Limited (the "Company") is furnishing as Exhibit 99.1 to this Report on Form 6-K materials which were prepared to be included in presentations with investors beginning on or after October 15, 2012. The Company is not undertaking to update the attached presentation materials.

The information in this Report on Form 6-K (including the presentation materials attached as Exhibit 99.1 hereto) shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), or otherwise subject to the liabilities of that section, nor shall it be deemed to be incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act. This Report on Form 6-K will not be deemed an admission as to the materiality of any information contained herein (including the presentation materials attached as Exhibit 99.1 hereto).

Exhibit 99.1 - Presentation Materials - October 15, 2012

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SearchMedia Holdings Limited

Date: October 15, 2012

By: Peter W. H. Tan  
Name: Peter W. H. Tan  
Title: Chief Executive Officer