

**Media release****Connexion signs multi-year license agreement with Hong Kong internet radio manufacturer BKS Technology**

**9 September 2014, Melbourne, Australia:** Connexion Media Limited (ASX:CXZ), an innovator in the connected car market, has signed a license agreement with internet radio hardware manufacturer BKS Technology Limited for access to Connexion's miRoamer internet radio and music service.

The contract term is three years with an automatic extension available to BKS when the initial deal expires. Revenue to Connexion is expected to exceed US\$500,000 over the initial contract term.

Products from BKS using the miRoamer radio and music service will begin shipping in the second quarter of 2015.

"BKS is one of the key players in the production of consumer electronics radio hardware and this deal provides another platform from which the miRoamer audience will grow," said Connexion Media CEO and managing director George Parthimos.

"BKS is a company that is always at the forefront of stereo technology and we look forward to helping keep them there."

The deal was signed at IFA in Berlin, a global trade show for cutting-edge consumer electronics and home appliances running from 5-10 September.

BKS Technology is a pioneer in digital audio broadcasting (DAB) technology based in Hong Kong and ShenZhen, China. Specialising in stereo and wireless technology it has achieved a substantial market share in DAB technology across the UK, Australia and Hong Kong.

The miRoamer radio and music service app aggregates global content providers including other aggregators, global AM/FM radio services, a platinum service featuring additional options such as genre-based content and virtual storage of music.

**CONTACT**

George Parthimos  
CEO & Managing Director  
Connexion Media Limited

Rudi Michelson  
Monsoon Communications  
(03) 9620 3333

0401 616 433

[george@miroamer.com](mailto:george@miroamer.com)

[rudim@monsoon.com.au](mailto:rudim@monsoon.com.au)

## **About Connexion Media**

Connexion Media Ltd (ASX: CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge UK.

## **About miRoamer**

miRoamer is a category-leading digital media platform for vastly improved internet radio and music entertainment. It can be installed in a variety of consumer electronics including car radios, smart phones, gaming consoles, televisions and stereo systems. Users get media content from a common platform using as many electronic devices as they wish. miRoamer enables access to favourite content providers and stations as well as customising the access. miRoamer is licensed by some of the world's big and prestigious automotive and consumer electronics companies. [www.miroamer.com](http://www.miroamer.com)

## **About BKS Technology**

BKS Technology Ltd has a strong background in radio and wireless technology. It is in top place in market share of DAB technology in Australia and Hong Kong with up to 25% market share in the UK. It is based in Hong Kong and ShenZhen and specialises in R&D and production of electronics with emphasis on stereo and wireless technology. It is also familiar with advancing technology like the Internet radio, DAB/FM radio, USB products as well as software and hardware for iPod docking systems.

BKS is a pioneer in radio technology in Asia striving to achieve top quality services with the best products on the market.