



## **Atmaca Elektronik A.Ş. chooses Foxxum Smart TV solution for all of its brands**

Atmaca Elektronik A.Ş., third largest electronics manufacturer and third biggest exporter in Turkey, today announced, that it has chosen Foxxum as their exclusive Smart TV solution provider for all of today's and future Atmaca brands worldwide.

The agreement includes its most popular brand Sunny as well as all international OEM projects and devices. Through this cooperation and by taking advantage of Atmaca's export activities into more than 40 countries, Foxxum is adding even more distribution power to its platform while creating a solid, yet innovative foundation to increase Atmaca's Smart TV and STB market shares.

"We are delighted to announce our cooperation with Foxxum, a strong and trustful partner with global scale", explains Adem Atmaca, CEO and President of the Board at Atmaca. "Choosing Foxxum as our exclusive partner, underlines our strategy to only work with the best, with experienced players who are able to adapt vastly to our ideas and who can contribute to our future success. Together we will create a strong momentum within the Smart TV and STB market – not only in Turkey, but worldwide."

"Our partnership with Atmaca is an important step to defend our leading position as provider for international Smart TV solutions. Highly sophisticated products, innovative user experience and attractive content has always been the key to our successful growth. Therefore we are very happy to create a strong and long lasting partnership with Atmaca, a company that stands for excellent quality", says Ronny Lutzi, CEO at Foxxum.



### **About Atmaca Elektronik A.Ş.**

Atmaca Elektronik A.Ş., founded in 1979, today is Turkey's third largest electronics manufacturer and third biggest exporter with more than 35 years of manufacturing and marketing experience, belief in social responsibility and ethical values. Products range from electronics and small electric household appliances, industry like television and satellite receivers to vacuum cleaner, heater, tea-maker and kettle. Hi-tech manufacturing plants operate in Istanbul at 110.000 square meter indoors area.

The R&D department in the body of Atmaca Elektronik A.Ş. constantly produces and develops new projects to satisfy customer expectations. The company is also constantly investing into Quality Management, Ecology and Environmental as well as Safety and Health Management Systems in order to harmonize with all legal requirements.

More information can be found at [www.atmacaelektronik.com.tr](http://www.atmacaelektronik.com.tr)

### **About Foxxum - Smart TV excellence**

Foxxum is a global leader in the development, operation and commercial marketing of innovative Smart TV solutions. As the pioneer and worldwide leader in the sector, Foxxum works closely with leading companies at all stages of the global consumer electronics value chain to develop Smart TV solutions – from silicon vendors to device manufacturers and network operators. Worldwide partnerships with premium broadcasters and the most important video producers and distributors allow Foxxum to provide a best in class content portfolio that contains the most important global content brands and local content providers. Foxxum's development and platform expertise offer viewers the best Smart TV user experience possible, with innovative Smart TV technology, a global entertainment content portfolio and an outstanding design. Foxxum provides its customers with highly customized products that include the possibility of jointly tapping into new revenue streams in a technology sector with enormous growth potential. Further information can be found at [www.foxxum.com](http://www.foxxum.com)



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