



FOXXUM'S TV STORE IMPLEMENTED ON SKYWORTH DEVICES

Shenzhen Chuangwei-RGB Electronics Co.Ltd, a global provider of smart home solutions, has decided to outsource their complete Smart TV strategy and quality assurance process to Foxxum, the global leading provider of Smart TV solutions, from the planning and content aggregation, application QA and testing, to the design and implementation of a fully customizable TV Store.

Skyworth branded TVs and devices available under its OEM license, will be shipped to market starting Q4 2017 with Foxxum's Smart TV App Store pre-integrated. Thanks to this association, Skyworth will have a continuously updated content portfolio without the necessity of OTA updates, while Foxxum keeps strengthening its presence in the European Union, United States, Japan, Russia and other regions such as east and south Asia, south America and Middle East.

"Content is the key that brings additional value. At Skyworth, we have been dedicated to looking for a steady and premium content supplier," says Steven Wang, EU Region Sales Director at Skyworth. "Now after cooperating with Foxxum, we are able to offer a complete smart solution with an amazing international and the strongest local content portfolio in Europe, North Africa, Middle East and South East Asia to our worldwide consumers".

Commenting on the partnership, Ronny Lutzi, CEO at Foxxum, said, "By being able to fully adapt and customize the Skyworth Smart TV ecosystem, we will make sure that Skyworth's and our market values are both increased. Together we will create the perfect matching turnkey solution; fully technically prepared TV sets that will run high quality international as well as local premium content offerings. A smooth interaction with the TV is guaranteed and we will meet once more our customers' expectations".



ABOUT SKYWORTH

Skyworth was established in 1988, with the head office located within Shenzhen High Tech Industrial Park which is honored as "China's silicon valley", and has more than 40,000 employees. Skyworth is a large-scale high-tech corporation mainly engaged in the development and manufacturing of consumer electronics, display devices, digital set top boxes, security monitors, network communication, semi-conductors, refrigerators, washing machines, cell phones and LED lighting etc. In 2000 Skyworth was listed on the main board of HK Stock Exchange (HK0751). After a development of more than 28 years, Skyworth has grown to be one of the Top Five Color TV brands in the world and a top brand in Chinese display industry market.

Further information can be found at www.skyworth.com.

ABOUT FOXXUM

Foxxum is a global leader in the development, operation and commercial marketing for innovative Smart TV solutions. As an established pioneer 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, the most important video producers and distributors allow Foxxum to provide a best in class content portfolio containing the most important global content brands as well as country specific 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 entertaining content portfolio and an outstanding design. Foxxum provides its clients with highly tailored, personal collaboration, which includes the possibility of jointly tapping into profitable revenue streams in a technology sector with enormous growth potential.

Further information can be found at www.foxxum.com.

CONTACT FOXXUM

Foxxum GmbH
Wall 55
24103 Kiel
Germany

E: info@foxxum.com

T: +49 431 260 4105 0

F: +49 431 260 4105 99

www.foxxum.com

