



Foxxum and THTF Global sign 5 years Smart TV cooperation Proactive sales channel support and very short time to market

Foxxum, worldwide leading provider of Smart TV solutions, and THTF Global, a China based LCD TV manufacturer selling multiple brands globally, have signed an exclusive 5-year contract. THTF launched the Foxxum TV Store on its brand Orion in Europe and will add more brands and territories soon.

To support Orion's sales channel relations and activities, Foxxum has developed new features to allow the sales channel to integrate its Smart TV app and to promote their products on the main page of the Foxxum TV Store to end users. As a result Orion has been able to create increased sales with its sales channel partner QVC in the first step and all other business partners soon as well.

Orion is now providing a state-of-the-art content centric Smart TV offer which includes specialized regional content, catch-up TV, online shopping and a state-of-the-art search and recommendation service to its customers.

"We are thrilled to use a Foxxum Smart TV solution for our TVs now. Great content combined with impressive skills to support our sales activities and their reliable on-time delivery to meet our customers deadlines convinced us to engage with the worldwide market leader", explains Bruno Seibert, President at Tongfang Global Germany.

"THTF Global's appreciation of Foxxum's technology to promote their sales makes us proud and represents another major step to further establish our leading position to provide a superior Smart TV user experience", explains Ronny Lutzi, CEO at Foxxum.



About THTF Global

Tongfang Co., LTD, the parent company of Tongfang Global, Ltd., is a progressive, international company that focuses on the development and manufacturing of Consumer Electronics, Information Appliances, Multimedia Terminals and Educational Electronics. Continual investment has resulted in substantial growth, a large-scale production line, highly innovative R&D, as well as a Sales & Service network across the globe. In recent years, the research and investment in Flat Panel TV has made the company a powerful player in the world's TV industry.

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



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