



## **ACCESS AND FOXXUM LEVERAGE ANDROID TO DELIVER SMART TV SOLUTION FOR EMERGING MARKETS**

Launch of Linux AOSP-based UI with integrated HTML5 capabilities enables high quality multi-platform services in emerging markets

Kiel, September 11th, 2018: ACCESS CO., LTD and Foxxum GmbH have announced a collaboration to offer cost-effective, high quality User Interfaces (UIs) for multi-platform services based on Linux for Android Open Source Project (AOSP). The joint solution enables operators in emerging markets to offer competitive, next generation smart TV user experiences (UXs) that rival Android TV and proprietary solutions. At launch, the solution has already been adopted by Latin American operator MP3 for TV platforms designed by Diggió, Innova, Global, Hyundai, Nakamichi, Icesa and Ecoline.

“Consumers in emerging markets have always desired the same quality of experience as their counterparts in more mature regions. Budget restrictions have previously limited their ability to invest, resulting in clunky interfaces and sub-par experiences. By combining our expertise designing next generation multi-platform UIs with ACCESS’ expertise delivering connected entertainment on a multitude of platforms, we are offering CE manufacturers and brands the chance to deliver exciting user interfaces and user experiences that their customers are looking for,” said Ronny Lutzi, Chief Executive Officer at Foxxum.

The solution is based on ACCESS’ Chromium-based NetFront™ Browser BE for Android pre-validated with the Foxxum TV App Store and launcher and pre-integrated into the TV hardware itself to maximize the capabilities of each device and deliver a unified experience for all services. The flexibility of the solution enables Foxxum to customize the launcher for each operator, creating a fully branded environment that caters to different audiences. The launcher includes local content alongside the Foxxum App Store, which gives access to over 1 billion video titles across multiple content providers. It is already available in 36 languages for a wide range of Smart TVs from over 50 different manufacturers.

“For far too long, consumers in emerging markets have had to tolerate sub-standard user experiences, making the services they are using anything but “smart,” said Dr Neale Foster, CEO of ACCESS Europe. “Our collaboration with Foxxum has enabled us to jointly create a solution that enables Smart TV vendors to provide consumers with the high-quality experience they deserve at the right price point. Thanks to our early commitment to Android and Foxxum’s innovative Smart TV portal technology, viewers in video-hungry emerging markets such as Latin America can now enjoy a seamless user experience on any device.”



## **ABOUT ACCESS**

Since 1984, ACCESS CO., LTD. (Tokyo Stock Exchange Mothers Index, 4813) has provided advanced IT solutions centered around mobile and network software technologies to telecom carriers, consumer electronics manufacturers, broadcasting and publishing companies, the automotive industry and energy infrastructure providers around the world. The company develops mobile software solutions that have been installed on over 1.5 billion devices, and network software solutions that have been used by over 300 telecommunication equipment manufacturers. Utilizing its network virtualization technology skills and knowledge, the company is currently focusing on the development and commercialization of Internet of Things (IoT) and media solutions that combine embedded and cloud technology. Headquartered in Tokyo, Japan, the company operates subsidiaries and affiliates in Asia, Europe and the United States to support and expand its business globally. Learn more about ACCESS at [www.access-company.com](http://www.access-company.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, video on demand services, 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, innovative Smart TV technology, a global entertaining content portfolio and a user-friendly design. Foxxum provides highly tailored, solutions and personal collaborations to its partners, which include the possibility of jointly tapping into profitable revenue streams. Further information can be found at [www.foxxum.com](http://www.foxxum.com).



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