



Express Luck signs with Foxxum to exclusively deliver Smart TV solution – Chinese TV manufacturer to enter European Smart TV business

Express Luck International, one of the largest TV manufacturers in China, has signed Foxxum to provide an exclusive Smart TV solution to its Romanian subsidiary Contex Digital Electronics SRL. Both companies are going to develop a new Smart TV product range to extend their recent impact within TV markets all across Europe. The Foxxum Smart TV solution will enhance Express Luck's own brands as well as future OEM devices with a rich set of features, a state-of-the-art user experience as well as a high quality local and global content portfolio.

"It has always been clear to us, that we as a company will only work with very experienced, flexible and innovative partners – particularly when entering new markets or segments. Foxxum has met all of our expectations from day one and pushed us even further to a point, where we will make a heavy impact on all European Smart TV markets. We are looking forward to many more supporting ideas and innovations from our new partner Foxxum", explains Jacky Dong, Europe TV Director at Express Luck.

"We are proud of Express Luck's decision to put us in charge of their Smart TV solution for the entire European market. Together we will create something great – for the users and the company – by combining exceptional hardware, the most advanced Smart TV solution, attractive content and customer oriented business models. Express Luck has an outstanding ambition in conquering the European market and we are going to support it by any means of our expertise", says Ronny Lutzi, CEO at Foxxum.



About Express Luck International Company Limited

Express Luck International supported by its European subsidiary Contex Digital Electronics SRL, is one of the foremost professional manufacturers of LED TVs in China and Romania. Through dedicated and effective research and development, as well as its' belief in continuous improvement, Express Luck continues its quest for leadership in the flat panel TV marketplace. Express Luck manufactured products have a proven sales record in East Asia, Europe and North America and have established a stable sales network and maintained sound cooperative relationships with many of the world's largest retailers.

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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