

**ASX Announcement****miRoamer to be available in new Skoda Fabia**

**4 December 2014, Melbourne, Australia:** Connexion Media Limited (ASX: CXZ), an innovator in the connected car market, will see its miRoamer radio and music service app available as part of the launch of Volkswagen AG's Czech Republic car manufacturer Skoda's new Fabia model.

The Skoda Fabia comes with the MirrorLink v1.1 head unit and the miRoamer app will be available on all new MirrorLink-enabled Skoda vehicles, beginning with the Fabia.

The Fabia marks the first production release of a Skoda vehicle comprising the miRoamer technology and also includes the app's data analytics engine.

"We are thrilled to see miRoamer rolling out in new Skoda vehicle production for the first time," said Connexion Media CEO and managing director George Parthimos.

"Skoda is an internationally recognised automobile manufacturer and we appreciate the excellent publicity this opportunity creates for the miRoamer technology."

The Fabia is a A0-class vehicle that has been in production since 1999 and the 2014 model was recently revealed at the Paris Motor Show attended by Connexion Media.

"The new Fabia is one of our most technologically advanced models yet," said Skoda's application development project leader Mathieu Plauchut. "Technology has developed to a point where internet radio is expected in new vehicles and we are at the forefront of this practice with the new Fabia."

The MirrorLink device to be installed in the new Fabia model specialises in connectivity between smartphones and car infotainment systems with a simple cable connection providing drivers with access to phone applications such as miRoamer using a vehicle's navigation screen and dashboard buttons.

The miRoamer radio and music service app aggregates global content providers including other aggregators, global AM/FM radio services, a platinum service featuring additional options such as genre-based content and virtual storage of music.

ŠKODA was founded in 1905 in the Czech Republic and today is one of Europe's leading car manufacturers. The company is part of the Volkswagen Group, which also owns other car manufactures such as Audi and Porsche.

## CONTACT

George Parthimos  
CEO & Managing Director  
Connexion Media Limited  
0401 616 433  
[george@miroamer.com](mailto:george@miroamer.com)

Rudi Michelson  
Monsoon Communications  
(03) 9620 3333  
[rudim@monsoon.com.au](mailto:rudim@monsoon.com.au)

### **About Connexion Media**

Connexion Media Ltd (ASX:CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge UK.

### **About miRoamer**

miRoamer is a category-leading digital media platform for vastly improved internet radio and music entertainment. It can be installed in a variety of consumer electronics including car radios, smart phones, gaming consoles, televisions and stereo systems. Users get media content from a common platform using as many electronic devices as they wish. miRoamer enables access to favourite content providers and stations as well as customising the access. miRoamer is licensed by some of the world's big and prestigious automotive and consumer electronics companies. [www.miroamer.com](http://www.miroamer.com)