



Hisense and Foxxum extend strategic partnership to 15 more countries

Working together closely since 2012 on an exclusive basis for Western Europe, high-tech specialist Hisense and Foxxum, global leader in Smart TV solutions, have built up a successful Smart TV platform for the Hisense brand in this entire area. In order for Hisense, one of the strongest growing brands, to take advantage of this highly sophisticated platform outside of Western Europe the contract between the two companies has now been expanded to a worldwide scope.

It includes Hisense branded products as well as White Label Products manufactured by Hisense. The contract will continue at least until 2019 with ongoing renewal options and now covers 15 more countries: Australia, Belarus, Bulgaria, Czech, Greece, Hungary, Indonesia, Israel, Malaysia, Poland, Romania, Russia, Slovakia, Turkey, Ukraine.

At the same time Foxxum has managed to further improve content discovery for the users, by integrating an even easier structure, new categories, additional content sources and a highly sophisticated search.

“Thanks to our partnership with Foxxum we have set a benchmark for Smart TV platforms in Western Europe. And we are very happy about signing Foxxum as our Smart TV service provider of choice for another long term period and to bring our Smart TV platform offer to all our customers worldwide”, explains Dr. Charlie Wang, CTO at Hisense.

“We are proud of playing such an important part within the Hisense Smart TV success story leaving our footprint with users all over Western Europe. By supporting the expansion of the Hisense Smart TV platform solution worldwide we are ready to accompany Hisense on their way to continuously gain market share”, says Ronny Lutzi, CEO at Foxxum.



About Hisense

The high-tech enterprise Hisense was founded in China in 1969 and is one of the world's leading manufacturers of flat panel TVs, household appliances and mobile communication devices. Hisense entered the European market successfully a few years ago with its wide range of LCDs/LEDs, refrigerators, air-conditioners and recently also with Smart TVs and smartphones. Both Hisense Germany and Hisense Europe are located in Düsseldorf, as well as the European Research and Development Centre. More European branches are in Spain, Italy, the UK and Belgium.

About Foxxum - Smart TV excellence

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



company contact Foxxum:

Foxxum GmbH

Ronny Lutzi

Wall 55
D-24103 Kiel
Germany

E: info@foxxum.com
T: +49 431 260 4105 0
F: +49 431 260 4105 99

www.foxxum.com

press contact Foxxum:

Morgentreu-Harbinger GmbH

Frank Scheibe

Posadowskylanlagen 2
D-04317 Leipzig
Germany

E: presse@morgentreu.de
T: +49 341 2471 3461
M: +49 1577 25 88 917

www.morgentreu.de

