



PlayKids partners with Foxxum to launch global benchmark on Smart TV Applications

The world's largest Kids Platform will now be available on the big screen

PlayKids, the leading mobile entertainment and education platform for children, has partnered with Foxxum to launch its Smart TV and Game Console applications worldwide. With a cheerful and beautifully designed interface, the PlayKids TV App will now bring its extensive content to the long-awaited big screen.

Searching for a strategic partner to meet the strong demand from its users for making the App available on Smart TVs and other Connected Devices, PlayKids found on Foxxum's expertise in developing and distributing online video content the best suited company to create a new milestone on the global Smart TV business.

The video-meets-education app for young kids has reached impressive numbers since it was launched 3 years ago. Available on IOS and Android devices, PlayKids is already used in more than 100 countries, and offers more than 80 TV shows and 5,000 videos. The user base of over 6 million users generates an impressive average of 75 million sessions per month.

The project aims not only to meet its current customers' desires, but also to attract new users by offering access to the brand's impressive content via a best-suited platform. "Launching PlayKids on Smart TVs is a strategic step for us and we are confident that this project will help us build customer loyalty and increase our customer base", said Eduardo Henrique, Co-Founder & Head of Global Expansion at PlayKids.

The PlayKids TV Apps will include all of its video content and will be launched on all major Smart TVs by December 2016, followed by the Roku, Sony Playstation and Microsoft X-Box platforms in 2017. As stated by Ronny Lutzi, Foxxum CEO: "PlayKids is a key player in the Online Video Market worldwide and Foxxum is glad to be selected as the partner to launch this benchmark project".



About PlayKids:

Developed by Movable, the PlayKids platform was created to strengthen the bond between parents and their children through fun and educational digital content. There are thousands of books, games, interactive activities, lullabies and shows that contribute to the development of children from toddlers to preteens.

There are four children's apps in the PlayKids family, which are global leaders in their own categories: As mentioned above these apps include PlayKids, with videos and games; Stories, a virtual library with more than a thousand books from Disney, among others; Learn, that makes every unique moment of learning fun and engaging; Party, that brings ten fantastic games aimed for kids from 2 years old. With a single subscription to PlayKids Premium service, all of these apps are unlocked and ready to use.

PlayKids products are available in more than 100 countries, available in 5 different languages, and have been downloaded by more than 17 million families.

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



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