



miRoamer Awarded Australian Information Industry Association 2009 iAward

AIIA select miRoamer as Australia's most outstanding innovator in the media and entertainment category for their world's first Internet car radio

(Melbourne, Australia – June 1, 2009) – miRoamer, a global innovator in the Internet radio industry, announce that they have been awarded Australian Information Industry Association (AIIA) 2009 iAward in the media and entertainment category. AIIA's iAwards recognize Australia's most outstanding information and communications technology (ICT) innovators and were presented at the 2009 iAwards Gala Dinner held at the Crown Casino in Melbourne on May 27, 2009. miRoamer was selected for their introduction of the world's first Internet car radio, which give drivers access to the world's largest and most diverse selection of Internet radio content through their car stereo.

The iAwards are Australia's leading ICT industry awards. Each year, the AIIA runs the iAwards as the Australian member of the Asia-Pacific ICT Alliance Awards (APICTA) to deliver a truly international awards program to the Australian technology community. The iAwards recognize finalists and winners across sixteen different categories – including sustainability, government, education, media, healthcare and security. Special awards were also given for students, start-ups, exporters and community value.

“As the iAwards enter its fifteenth presentation this year, we continue to witness the strength of Australian technology innovation,” said Ian Birks, CEO, Australian Information Industry Association. “These innovations are not only solving problems in clever ways but they are also tackling problems on a broad scale through the use of ICT to address the challenges faced by businesses in Australia and around the world.”

The world's first Internet car radio by Blaupunkt will enable drivers to tune into miRoamer's tens of thousands of radio stations and really feel like they're there. Users' favorite Internet radio stations can be easily chosen via clearly arranged information on a large screen display, enriched by state-of-the art performance in terms of car multimedia and consumer electronics connectivity.

“We are extremely honored to be recognized by Australian Information Industry Association iAwards as Australia's most outstanding innovator in the media and entertainment category,” said Robert Demian, Head of Global Sales, miRoamer. “By partnering with Blaupunkt, who has always been recognized as the first to introduce new and innovative products to the car audio markets, consumers now have access to all of the great benefits of Internet radio in their car, while experiencing unparalleled sound quality and reliability that is far superior to what they are accustomed.”

miRoamer also offers the ability to browse genres or stations and customize preferences, providers and search options online at miroamer.com. The Internet portal also allows users to add media that is not currently offered on miRoamer, by simply providing the URL and adding it to their favorites.

The 2009 iAwards winners will be invited to represent Australia in the Asia-Pacific ICT Awards (APICTA) in Melbourne later this year where they will compete with the best ICT companies recognized in the Asia Pacific region.

The full list of the Australian Information Industry Association 2009 iAward winners and merit award recipients can be found online at http://www.iawards2009.com/wai_winnersyear.jsp?Year=2009. Video testimonials of award winners are available at <http://www.youtube.com/user/2009iawards>.

About Australian Information Industry Association

The Australian Information Industry Association (AIIA) sets the strategic direction of the ICT industry, influences public policy, engages industry stakeholders and provides member companies with business productivity tools, advisory services and market intelligence to accelerate their business growth. For more information, visit www.aiia.com.au.

About miRoamer

miRoamer is an Australian-based subsidiary of Mi Media Holdings Limited. Their miRoamer technology is a category-leading software for enhanced Internet radio entertainment, which can be installed in a variety of consumer electronic products, including car radios, smart phones, digital picture frames, and audio-visual equipment from televisions to home stereo systems. Users have access to media content from a common platform, using as many electronic products as they wish. The miRoamer Internet portal allows users to access favorite content providers and stations, as well as customize how they access them. For more information, visit www.miroamer.com.

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