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**miRoamer named in Australian Anthill 'Smart 100' Index**

**The world's first Internet car radio selected as one of Australia's 100 most innovative products**

**(Melbourne, Australia - April 14, 2009)** - miRoamer, a global innovator in the Internet radio industry, announce that their world's first Internet car radio was named one of Australia's 100 most innovative products in Australian Anthill Magazine's 'SMART 100' Index. The Smart 100 was unveiled at a ceremony held at LifeLab, Digital Harbour in the Melbourne Docklands on April 9, 2009. The Internet car radios give drivers access to the world's largest and most diverse selection of Internet radio content through their car stereo.

Leading business magazine Australian Anthill and market research leader Colmar Brunton joined forces to create the 'Smart 100', Australia's largest and most democratic innovation awards. The Awards process spanned over six months and harnessed the power of 1,600 mavens identified by Colmar Brunton to judge the 861 products entered. Industries represented include medicine and bio-technology, sport, energy, occupational health and safety, textiles, telecommunications, education, art and the environment.

"The SMART 100 aims to bring a greater commercial focus to the concept of innovation, returning ownership of the principles surrounding this important word to the private sector," said James Tuckerman, Founder and Publisher, Anthill Magazine, and founder of the 'SMART 100' Index. "Most awards rely on the expertise of a select few. The inaugural 'SMART 100' employed the knowledge and opinions of over 1,600 'maven' judges."

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 honored to be recognized by Anthill Magazine's 'SMART 100' Index as one of Australia's 100 most innovative products," 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](http://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 full list of the Australian Anthill 'SMART 100' Index, along with analysis by Australian Anthill and Colmar Brunton, can be found online at <http://anthillonline.com/anthill-magazines-smart-100-2009>.

### **About Anthill Magazine**

Anthill is one of Australia's leading business magazines and online communities. It is dedicated to innovation, entrepreneurship and the commercial development of Australian ideas. Anthill is distributed nationally through over 1,200 newsagents, via subscription and through its recently re-launched Web site. For more information, visit <http://anthillonline.com>.

### **About Colmar Brunton**

Colmar Brunton is one of Australia's largest market research agencies, with offices in Singapore and every mainland state of Australia. Colmar Brunton stays at the forefront of technology by embracing new ways to gain greater insights from research. Colmar Brunton and Anthill have partnered in the development of a new methodology that combines traditional measures with new technologies and crowdsourcing techniques. For more information, visit <http://www.cbr.com.au>.

### **About miRoamer**

miRoamer is an Australian-based subsidiary of Mi Media Holdings Limited. miRoamer technologies include category-leading softwares for an enhanced Internet radio entertainment experience which can be installed in a variety of consumer electronic products including car radios, smartphones, digital picture frames and audio-visual equipment ranging from televisions to home stereo systems.

Users have access to a vast selection of media content all from a common platform using a variety of Internet enabled products. The miRoamer Internet portal allows users to access their favourite content providers and stations all at one location and can be highly customisable to suit the needs of corporate brandings. For more information, please visit [www.miroamer.com](http://www.miroamer.com).

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