



PRESS CONTACT

Chantal Brenton
BLASTmedia
317.806.1900, ext. 119
chantal@blastmedia.com

January 9, 2009

miRoamer and Blaupunkt Awarded Popular Mechanics 2009 Editor's Choice Award

The world's first Internet car radio from the two companies among top products at 2009 International Consumer Electronics Show

(Consumer Electronics Show, Las Vegas, NV - January 9, 2009) - miRoamer, a global innovator in the Internet radio industry, and Blaupunkt, one of the world's leading consumer electronics manufacturers and specialists in car multimedia, announces that *Popular Mechanics* awarded miRoamer and Blaupunkt's world's first Internet car radio their Editor's Choice Award for best new products at the 2009 International Consumer Electronics Show. The Internet car radios give drivers access to the world's largest and most diverse selection of Internet radio content through their car stereo.

Popular Mechanics Editor's Choice Award recognizes the top twenty new products at the International Consumer Electronics Show, chosen by the magazine's technology editors. Winners of the award are recognized for their outstanding achievement in new product design and innovation. *Popular Mechanics* has given out the Editor's Choice Award since 1998.

"We chose miRoamer and Blaupunkt's Internet car radio as one of our 2009 Editor's Choice Award winners because its solution is forward-thinking and likely to have a tremendous impact on the entire in-car entertainment industry," said James Meigs, Editor-in-Chief, *Popular Mechanics*. "I believe this is a technology people have wanted for some time. Now, with a push of a button, users can access AM/FM stations or Internet radio's thousands of music, entertainment, news and talk stations from around the world, all from the same car stereo.-

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 *Popular Mechanics* as a top twenty new product design and innovation," 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 favourites.

About Popular Mechanics

Popular Mechanics is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *Popular Mechanics* reports in depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures, and digital privacy. For more information, visit www.popularmechanics.com.

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.

Copyright © 2010 Mi Media Holdings. All rights reserved

###