



FOR IMMEDIATE RELEASE

## XMI'S WINNING FORMULA CONTINUES ON

**Singapore, September 19<sup>th</sup>, 2008** – XM-I Pte Ltd, Singapore's leading manufacturer for the X-mini™ capsule speakers, has won the Digital Media and Entertainment category for its X-mini™ Capsule Speakers at the first Infocomm Awards.

The **Infocomm Singapore Awards 2008** (IS Awards) is an award set up to recognize innovative products (applications software, hardware and/or combination) that are developed by local players of the respective participating economies in this region. It provides a platform for local organizations to create awareness, seek investors and identify business partners.

The official presentation of the IS Awards took place on 19<sup>th</sup> September 2008 at the National Library Board. Organised by the Singapore Infocomm Technology Federation (SiTF), the IS Awards honours innovative products developed by local players. Winners of the 14 categories will compete in the Asia Pacific ICT Awards (APICTA) in Jakarta this November, alongside 16 other countries. Prior to the IS Awards, the SiTF organized an ICT competition yearly.

With over 75 percent of this year's IS Awards' entries coming from new infocomm local enterprises, the IS Awards is a platform for new local companies to showcase their products to gain regional exposure. Some of the past winners have commercialized their success through winning venture capitals and business partnerships. The IS Awards, is hence, an avenue for the SiTF to encourage innovation amongst local ICT entrepreneurs. Winning the IS Award is a commendable achievement for a local company like XM-I, and it will once again represent Singapore in this year's APICTA, which Singapore as a nation triumphed last year with its 3 awards and 1 merit award winner.

Prior to winning the IS Award, XM-I's innovative portable speakers have also clinched numerous other accolades, including the T3 Gold award, the Hardwarezone Silver award and the prestigious Red Dot Design Award in Essen, Germany. XM-I hopes to develop more innovative products to cater to the demanding Singaporean market and bring worldwide recognition to the Singapore ICT industry.

IS Awards Press Release – Sept '08



<http://www.x-mini.com>



## **About XM- I Pte Ltd**

Founded in Singapore, the Technology Hub of Asia, XM-I is a technology-driven company focused on bringing the very latest wave of multimedia products to the global market. As we enter into a fast-pace digital age, the ability to foresee market trends and react dynamically to market changes becomes quintessential to the success of any technology business.

XM-I's main objective is in creating multimedia devices that will precede major trends in Digital Lifestyle Technology. With unique products of superior functionality, mass-market appeals and uncompromising product quality, XM-I is set to push the boundaries of technology with shorter product lifecycles and a global brand synonymous with future innovations. Please visit: [www.xm-i.com](http://www.xm-i.com)

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