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APTX and AvantWave join forces in Asia

Belfast, Northern Ireland, March 2010 – APTX, a leading developer of licensable intellectual property for consumer audio compression, has partnered with AvantWave Limited (Hong Kong) to provide sales, vertical marketing and technical support for apt-X audio coding technology in Hong Kong and China. The partnership further extends APTX's international network sales offices covering North America, Korea, Europe and Japan. APTX audio codecs have been licensed to companies including Sennheiser, Creative Labs, Microsoft, Armour Home and Altec Lansing.

AvantWave Limited is a worldwide pioneer and leader in developing and supplying cutting-edge Bluetooth solutions to manufacturers and system integrators. The company offers professional consultancy, distributor services and complete OEM/ODM solutions, and has significant expertise in applications including headsets, car audio, home entertainment and mobile phone accessories

Commenting on the new distributor agreement, Noel McKenna, the CEO of APTX, said: "South East Asia is a hub of high-tech activities, especially in consumer audio, video and mobile phone design and manufacture. These are major target markets for apt-X audio compression technology. We are very excited about the design win opportunities for apt-X audio codecs in consumer electronics products of the kind that are constantly being developed in the region, sophisticated products with global market appeal. APTX is delighted to bring on-side an ambitious company with the proven business acumen and vertical market knowledge of AvantWave, a successful and highly regarded organization operating in the creative digital hub of a vibrant high-tech economy."

Jonathan Lee, CEO of AvantWave Limited said: "We are very pleased to be working with APTX to help build on their existing success in the South East Asian consumer electronics market. Our expertise in this region and our existing relationships with players in the Bluetooth Stereo market will help cement apt-X as the codec of choice for delivering high quality, low-latency audio over Bluetooth."

AvantWave and APTX will be exhibiting at the Hong Kong Electronics Fair (Spring Edition) from 13th to 16th April 2010. (**Hall 3, Booth 3EA23, 25**)

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About APTX

APTX provides industry-leading audio compression solutions to the broadcast, professional audio, and consumer electronics industries. The company's apt-X audio codec technology has earned a reputation throughout the audio industry as the ultimate high-quality, low-delay audio data compression algorithm available. Today, apt-X technology is licensed for use in broadcast

Press Release 2010 April



audio codec hardware, professional audio systems, and consumer electronics devices, including portable media players and mobile phones, Bluetooth stereo headphones, and wireless microphones. Headquartered in Belfast, Northern Ireland, APTX also has direct sales offices in the USA, Japan and Korea.

www.aptx.com

About AvantWave

AvantWave Ltd., founded in Jan 2000 by a group of researchers and entrepreneurs in Hong Kong, is a worldwide pioneer and leader in developing and supplying cutting-edge Bluetooth solutions to manufacturers and system integrators. The AvantWave group of companies is ever ready to offer professional consultancy and complete solutions with entire spectrum of guidance from initial product concept, industrial design, plastic tooling, product regulatory approval, BQB qualification consultancy, to sub-contract manufacturing. AvantWave is also flexible in offering customization services to meet your specific needs. We are experienced in supplying customized Bluetooth solutions to headsets, car audio, home entertainment and mobile phone accessories manufacturers for over 10 years.

www.avantwave.com