

ASX Announcement**Flex BETA trial nears successful completion**

19 January 2015, Melbourne, Australia: Connexion Media Limited (ASX:CXZ), an innovator in the connected car market, is in the final stages of the BETA trial for its cloud-based connected vehicle management service Flex.

The progress of the trial has been overwhelmingly positive, and is expected to conclude in the coming weeks.

The Flex product launch and first sales remain on target for Q1 2015, and will be supported by a strategic marketing and advertising campaign.

Revenues will be generated from Flex on a subscription basis starting at \$19.99 per vehicle per month on a 36 month contract, with 12 and 24 month contracts also available. Connexion will be targeting Australia's addressable fleet market of 2.3 million vehicles.

"The BETA trial has been a success with excellent feedback from those who have participated," said Connexion Media CEO and managing director George Parthimos.

"We are eagerly anticipating the upcoming launch and looking forward to Connexion realising its first revenues as a result."

Flex provides users the ability to manage an entire fleet of vehicles from a central control point using cellular mobile connectivity. It provides tracking information to the control point so key performance indicators can be assessed including customised reporting.

Flex is able to track a range of real time and historical data including the location of vehicles, distance travelled, fuel consumption, battery life, engine performance and absolute and average speeds travelled. It is also able to monitor driver behaviour and instantly send notifications and alarms to vehicle owners and fleet managers.

Vehicle owners, fleet managers and drivers will benefit from Flex in a number of ways including improving productivity, safety and vehicle management as well as avoiding OH&S oversights.

The Flex hardware required for each vehicle is a small device that connects to the vehicle's OBD-II port. This port is standard on most vehicles manufactured after 1996. The hardware then has direct access to the vehicle's central computer system and can directly access a wide range of important vehicle data information instantly.

The data is sent to the Flex cloud service through a 3G network connection, where it is analysed and made available to the vehicle owner or fleet manager through the dynamic Flex web portal.

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About Connexion Media

Connexion Media Ltd (ASX: CXZ) is a technology company specialising in developing and commercialising software apps and services for the web connected car, mobile device and connected consumer electronics markets. It is based in Melbourne Australia, with a sales office in Cambridge UK.

About Flex

Flex is a cloud based, integrated vehicle management system that gives you control over your entire fleet of cars, trucks and other vehicles from a central point. It simultaneously tracks – in real time – all key performance indicators of your vehicles such as geo-location, fuel, distance, engine, and speed. It also helps improve productivity, driver behavior, and increase awareness of vehicle or fleet performance.
www.flexvs.com

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