

Omnifone Enters Background Music Market with Q.SIC Partnership

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London – 19 May 2015 - Omnifone® today announces that it is powering Q.SIC's innovative new commercial streaming music service. Utilising MusicStation, Omnifone's industry leading music cloud Q.SIC delivers commercially licensed digital music solutions to retail and hospitality businesses throughout Australia.

Q.SIC is Australia's first end-to-end fully digital, rights holder licenced commercial music streaming service. Professionally curated and centrally managed for convenience, Q.SIC's plug-and-play streaming solution enables retailers and hospitality businesses to stream brand-aligned curated playlists in multiple venues.

The partnership solidifies Omnifone's position as the leading music industry cloud provider, enabling customers of any size to gain in-roads into the rapidly growing digital music ecosystem. MusicStation takes care of the heavy lifting traditionally associated with building digital music services allowing partners to focus on building the innovative features that differentiate them. MusicStation's unrivalled flexibility and ease of integration allows companies like Q.SIC the freedom to enter markets quickly and the ability to scale rapidly by leveraging the power of the cloud.

"We approached Omnifone having recognised the opportunity for streaming music in commercial outlets," said Matt Elsley, Chief Executive, Q.SIC. "The digital background music space is showing great promise as the convenience of streaming fully licensed music from the cloud becomes increasingly desirable in commercial environments. Music positively influences consumer behaviour in outlets like shops, gyms, bars and restaurants. Using Omnifone's music cloud, we were able to take our business from a standing start to fully operational in a fraction of the time and cost it would have taken to build from scratch."

Jeff Hughes, Chief Executive, Omnifone said: "The multi-billion dollar, yet highly fragmented, background music market has historically been held together by legacy audio providers. As a result commercial businesses are turning to digital providers like Q.SIC to replace legacy infrastructures with scalable, cloud-based architectures so that they can stream music that is consistent with their brands across multiple sites. Leveraging Omnifone's optimised music cloud, Q.SIC can scale on a near infinite level while its customers can centrally manage and seamlessly stream music consistent with their brand in all of their branches."

"These first steps into this established and valuable new sector demonstrates the relevance of our music cloud to another huge part of the global music ecosystem. Background music is ripe for disruption and an ideal fit for our platform," continued Hughes.

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About Omnifone

Omnifone is the leading B2B cloud music platform provider. It develops, licenses, supplies and operates global music services for customers including Samsung Milk Music, SiriusXM, Guvera, Pono Music, Spotify,

Q.SIC and rara.com across any connected device. Its music industry cloud, MusicStation supports the delivery of over 44 million tracks from 197 countries in multiple compressed and high resolution audio formats. Omnifone supports more digital music services, in more countries, across more devices, to more users than any anyone else.

In 2013 Omnifone was selected for the UK Government's Future Fifty programme and in 2014 ranked 12th in The Sunday Times Tech Track 100.

Omnifone utilises Amazon Web Services cloud technology for its music cloud, MusicStation.