

FOR IMMEDIATE RELEASE

## ROCKI Selected to Exhibit as Innovator During CE Week

*Tech Startup ROCKI Featured in Innovation Zone During CE Week in New York*

**New York – (June 19, 2014)** – Known as the industry’s top annual mid-year event, CE week brings together media, analysts and technology thought leaders for product debuts, a robust conference program and networking events focused on innovative technology. This year, ROCKI is selected as one of 16 innovative companies to exhibit as part of the influential Innovation Zone segment of CE Week.

“We are thrilled to be part of this year’s CE Week and a chosen company to exhibit in the Innovation Zone,” says Nick Yap, CEO and Founder of ROCKI. “New York is a hub for influential consumers, media and networking. With ROCKI’s team spread globally across 3 continents and New York being the world’s leading global city, it is one of the most accessible and noteworthy places to represent our international diversity and conduct business. Everyone who’s anyone is in New York! We are excited to extend our reach within the US market and continue to build our brand by exhibiting during this influential week.”

ROCKI set out to raise \$50,000 dollars on Kickstarter and reached over \$220,000 in backers in just three weeks. Less than a year later, the company is shipping worldwide. ROCKI is a pocket-size WiFi enabled plug-in that quickly transforms any speaker, with an audio input, to a wireless speaker system. Using WiFi, ROCKI receives audio from smartphones, tablets or PCs, at a greater distance than Bluetooth technology - through walls, and at better audio quality more suitable for music. The free downloadable ROCKI app, currently available for iPhone and Android, allows users to access their saved music in their phones and local home network. In a future update it will also enable streaming live music from web-based radio sites like Pandora, Deezer, Rhapsody and more, and access multiple devices’ shared music creating socially curated playlists with a Jukebox feel.

ROCKI is using CE Week to demonstrate several new functions and update partners and press with ROCKI’s progress and upcoming development.

ROCKI: Play is available for order at [www.myrocki.com](http://www.myrocki.com) and [amazon.com](http://amazon.com) for \$49.

### **About ROCKI**

ROCKI has designed and developed the ROCKI Wi-Fi Music System that will help revolutionize home music. By transforming existing speakers new or old into Wi-Fi speakers, and building the ROCKI system that plays music from every phone, to all speakers, for everyone, ROCKI is changing the way everyone enjoys music.

ROCKI. From every phone. To all speakers. For everyone. Free your music! [www.myrocki.com](http://www.myrocki.com)

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