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ROCKI SHOWCASING INNOVATIVE WI-FI MUSIC STREAMING TECHNOLOGY AT THE DIGITAL EXPERIENCE

Pioneering Music for the Masses

2014 International CES



LAS VEGAS, JAN. 2, 2014 -- Free your music! You'll hear that catchphrase a lot from ROCKI Co-Founders Nick NM Yap and Dennis List at the upcoming Digital Experience, organized by Pepcom. The Jan. 6 event, held from 7 p.m.-10:30 p.m. at the Mirage Hotel, is expected to draw more than 1,500 editors and industry analysts from around the world. ROCKI plans to use the event as a platform to launch its revolutionary Wi-Fi music streaming technology, which is expected to knock Bluetooth out of the market.

The Digital Experience comes shortly on the heels of ROCKI's wildly successful and recently concluded Kickstarter campaign, which raised more than \$220,000 from over 2,300 backers worldwide in a little over three weeks.

Some additional takeaways you can expect from table top interviews with ROCKI's co-founders:

- ROCKI demo with all your music via smart phones to any / multiple speakers via Wi-Fi;
- ROCKI demo with all your music via TrueSmart Smartwatch to any / multiple speakers via Wi-Fi;
- Demo of new ROCKI product announcement to be unveiled at Digital Experience.

"Something this small, at this price point for the masses, with the ability to stream music to any speakers, wirelessly and a plug-press-play simplicity for everyone has not been done before. Apple and Google both have tried to solve this gap in the market and eventually gave up," Yap said.

List added that ROCKI is "not just for a small segment of people and it's not just an accessory product -- ROCKI is for everyone. All your music, wirelessly in every room via Wi-Fi, using any

speaker, can be controlled and played from every smart phone, smart watch and wearable device.”

ROCKI is expected to be available via resellers during Q1 2014. For those who can't wait, you can still pre-order your ROCKI now on the ROCKI website for \$49 and receive ROCKI before your friends and colleagues do: <http://www.myrocki.com/buy>.

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About ROCKI

ROCKI has designed and developed the ROCKI Wi-Fi Music System with the vision to revolutionize home music. ROCKI changes the way everyone enjoys music by first transforming all existing speakers – new or old – into Wi-Fi speakers, and then building the ROCKI system that plays music from every phone, to all speakers, for everyone.

ROCKI. From every phone. To all speakers. For everyone. Free your music!