



ALL-ITALIAN UNVEILING AT CES WITH I'M WATCH AND BUONGIORNO'S PLAY.ME MUSIC

*Introducing the first smart wrist watch made in Italy, embedded with music channel application
Play.me Radio Edition.*

Officially presented today at stand 70215 in the Ballroom of The Venetian at CES in Las Vegas

Milan, Las Vegas January 10, 2012 – **Play.me Radio Edition**, the multi-device digital music application recently launched by [Buongiorno-DadaEnt](#), is behind the i'Music channel for [i'm Watch](#), the first smart wrist watch made in Italy, which is to be announced today at the [CES](#) in Las Vegas, the world's foremost electronics and technology event.

The Play.me application on [i'Music](#) allows users to select all of their favorite music at a mere touch, thus enabling them to listen to their music anywhere through the intuitive interface offered by the smart watch that has already been selected for inclusion as a "CES 2012 Design & Engineering Award Honoree".



Exclusively for i'Music, Play.me Radio Edition is offering over 1 million radio channels selected by artist and genre, along with carefully crafted playlists created by the DJs on the Play.me team, conceived to satisfy all music preferences, whether for pop, dance, Italian music, jazz, R&B or rock. Using Play.me Radio Edition is quick and immediate: the music is streamed in high quality and users can even listen offline by simply choosing a list of their favorite songs and saving them on their i'm Watches.

The radio channels are playlists of individual songs in a sequence that is constantly updated and not subject to any limits of use in terms of time or space. After having selected a radio channel, users can synchronize their smart watches to keep that channel always available for them to listen to at any time.

Smart watches with the Android operating system are innovative, effective wrist watches that are integrated with next-generation smartphones. Audio quality is guaranteed by 3.5 mm input/output mini-jacks for headphones, integrated speaker microphone connection and power and external "on," "off," "stand-by," "re-activate volume," "+" and "-" controls.

Buongiorno-DadaEnt, the Company behind Play.me Radio Edition app, has made it also available as a multi-device Web application based on HTML5 for use on PCs, tablets and smartphones or as a native application for Samsung smartphones and smart TVs.

Information about I'm Watch

I'm Watch is equipped with a 1.55-inch touchscreen, Bluetooth tethering and a 4GB memory card. The graphical user interface (GUI) is clean cut, minimalist, easy to use and draws inspiration from the icons of the iPhone and of other smartphones. A resistant glass protects the curved surface of the high-resolution display screen (similar to the iPod nano). The first collection of this wristwatch will be available in late February 2012 and can be purchased on the official website www.imwatch.it. For further information about i'm Watch and i'Music: <http://www.imwatch.it/it-it/smartwatch/imusic/>



Information about Play.me by Buongiorno-DadaEnt.

Play.me is an innovative music service that allows users to download and listen to music in high quality without any limits on use. The catalog includes over six million songs and is constantly updated with the latest hits and new videos on digital terrestrial channel 68 and the official YouTube channel.

Users may access musical selections through the radio channels offered by Play.me, where all of the latest hits, along with the songs that shaped music history, are always highly visible, and where users may also choose their own radio channels featuring their favorite artists. Users can share what they are listening to via all social networks and show their friends their musical tastes.

Play.me is the first musical service to offer full synchronization across multiple devices: PCs, smartphones and televisions. Users simply log into the service with the same credentials and all of their devices are always synchronized with one another.

Play.me became part of the portfolio of services offered by Buongiorno — a leading multinational provider of services and solutions for mobile-connected life — following the acquisition of DadaEnt.

For more information about Buongiorno and Play.me, please visit the websites www.buongiorno.com and www.playme.it or contact:

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