

SPYR Technologies' Applied MagiX, Inc. Reveals Product Categories, Products Under Development and Sales Strategy

GREENWOOD VILLAGE, CO / ACCESSWIRE / March 9, 2021 / SPYR, Inc. dba SPYR Technologies (OTC PINK:SPYR), a technology company which, through its subsidiary, Applied MagiX, Inc., develops and resells Apple® ecosystem compatible products with an emphasis on the growing multi-billion-dollar smart home market, today provided additional guidance regarding their planned sales strategy, product categories and products under development. Applied MagiX Inc, plans to follow a 2-pronged sales and product development strategy - initially providing what it refers to as "essential home accessories," as well as some "essential HomeKit products" sourced from trusted partners and vendors, along with some accessories that any Apple immersed home or homeowner will find useful and appreciate. Then, Applied MagiX, Inc. will be releasing proprietary products under its own brand, with availability based on R&D and manufacturing timelines, which are expected to include, but not be limited to the following: Essential HomeKit Products: HomeKit Secure Video camera. HomeKit Contact, Security and Environment Sensors. Essential Home Accessories: Truly Convenient™, USB wall-chargers. Truly Convenient™, Lightning charger & data cables. Truly Convenient™, Apple Watch® charging cables. Apple Watch® accessories, watch bands. Applied MagiX, Inc, also plans to release several companion apps and functional enhancement apps on MacOS and iOS systems, such as: Apps that support products that we are shipping. Apps that support and improve third-party hardware. Apps that improve functionality of MacOS systems. "We believe that this a quick way to get the products that we approve of, and use ourselves, into our customers' hands and homes, and share our vision for smarter homes with smarter people. These are items that all of us here at Applied MagiX have found to be Truly Convenient™, as we use them in our homes," said Dr. Harald Zink, Chief Executive Officer of Applied MagiX Inc. "Our Truly Convenient™, brand of accessories introduces some unique and, well, truly convenient, twists to familiar products like chargers and cables," continued Dr. Zink. Interested consumers can subscribe to Applied MagiX's notifications via its [website](#), to receive timely product notifications. About SPYR Technologies SPYR Technologies (SPYR) is a technology company which, through its subsidiary, Applied MagiX, Inc., develops and resells Apple® ecosystem compatible products with an emphasis on the growing multi-billion-dollar smart home market. SPYR continues to identify and target acquisitions that will grow its footprint in the industry and expand the products it offers consumers, including companies developing artificial intelligence and smart-technology products. Safe Harbor Statement: This release contains forward-looking statements that are based upon current expectations or beliefs, as well as a number of assumptions about future events. Although we believe that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, we can give no assurance or guarantee that such expectations and assumptions will prove to have been correct. Forward-looking statements are generally identifiable by the use of words like "may," "will," "should," "could," "expect," "anticipate," "estimate," "believe," "intend," or "project" or the negative of these words or other variations on these words or comparable terminology. The reader is cautioned not to put undue reliance on these forward-looking statements, as these statements are subject to numerous factors and uncertainties, including but not limited to: adverse economic conditions, competition, adverse federal, state and local government regulation, international governmental

regulation, inadequate capital, inability to carry out research, development and commercialization plans, loss or retirement of key executives and other specific risks. To the extent that statements in this press release are not strictly historical, including statements as to revenue projections, business strategy, outlook, objectives, future milestones, plans, intentions, goals, future financial conditions, events conditioned on stockholder or other approval, or otherwise as to future events, such statements are forward-looking, and are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. The forward-looking statements contained in this release are subject to certain risks and uncertainties that could cause actual results to differ materially from the statements made. Readers are advised to review our filings with the Securities and Exchange Commission that can be accessed over the Internet at the SEC's website <https://www.sec.gov>, as well as SPYR's website <https://www.spyr.com>, and SPYR's Twitter account <https://twitter.com/spyrinc>. Investor Relations Contact: (303) 991-8000 contact@spyr.com SOURCE: SPYR, Inc.

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