

SPYR Technologies and Applied MagiX Launching Wireless CarPlay Experience with First Branded Product

NEW YORK, NY, May 26, 2021 (GLOBE NEWSWIRE) -- SPYR Technologies (OTC Pink: SPYR) and its wholly owned subsidiary, Applied MagiX Inc., are set to launch the company's first branded product and what will be its first Apple CarPlay product. It's called MagixDrive, and it allows those who aren't enjoying the "wireless CarPlay experience" to join those who are.

In April, SPYR's California-based Internet of Things (IoT) subsidiary released the first of its Apple HomeKit smart home products for sale to the public on its website, at Amazon, Walmart Marketplace, and at eBay Marketplace, and now Applied MagiX is ready to expand its lineup this time it's a product that makes your vehicle a bit smarter.

Timing is everything and Applied MagiX joining the extremely popular CarPlay market comes as rumors continue to swirl around Apple releasing a completely portless iPhone by removing the charging port in future generations of its phones. Several industry experts have leaked that Apple plans to move its smartphone into a wireless world where cables wouldn't be needed, relying on wireless connections exclusively, essentially making it impossible for this type of smartphone to work with head units supporting only a wired connection for CarPlay.

Also, while the list of vehicles offering wireless CarPlay continues to expand, most trim levels on new cars (2021-2022) are still outfitted with wired CarPlay. Additionally, there are many millions of vehicles already on the road that were manufactured as far back as 2015 that also come equipped with wired CarPlay. When automobile manufacturers started adding CarPlay support into cars in 2015, a host of aftermarket in-dash systems from major brands like Sony, Pioneer, Kenwood, and Alpine also started making their systems compatible with CarPlay and those are still being installed in many older and newer vehicles.

With these things in mind, MagixDrive is the ideal solution for bridging the gap from wired to wireless CarPlay. This, of course, offers Applied MagiX an incredible opportunity and a consumer audience of tens of millions to market MagixDrive to, including to those drivers who have upgraded their head units with third-party devices that support CarPlay, which MagixDrive can also convert to wireless CarPlay.

Wireless CarPlay works over Bluetooth and Wi-Fi, eliminating the need for the iPhone to be connected to the infotainment system with a Lightning cable. And, if Apple should choose to make the iPhone completely portless by removing the charging port in future releases, the wireless connectivity between your phone and your vehicle will soon become even more important.

Dr. Harald Zink, the Chief Executive Officer at Applied MagiX, said of his company's latest product, "MagixDrive is a simple one-trick pony, and it does its one trick quite well. CarPlay currently requires you to plug your iPhone into your car via a USB or Lightning cable, and that is the only way for many cars to experience CarPlay."

"Some select premium cars have CarPlay in a wireless configuration that doesn't require the cable to be plugged in at all. MagixDrive cuts the cord and brings this premium experience to almost all of those vehicles that still have wired CarPlay."

Because CarPlay is designed to be hands-free, it gives drivers a smarter, safer way to use their iPhones while they drive. It offers all the functionality of the phone like maps for navigating,

making phone calls, sending and receiving messages, listening to music stored on the phone or by accessing apps like Spotify, and much more, but all through the infotainment system and voice activation by calling on Siri.

SPYR and Applied MagiX expect to release MagixDrive beginning next week on June 1, and it is expected that the product will be sold alongside Applied MagiX's other products on the company's website and at Amazon, Walmart Marketplace, and eBay Marketplace where Applied MagiX currently sells its Apple HomeKit products.

Applied MagiX Shop <https://www.appliedmagix.com/shop>

Amazon Storefront <http://bit.ly/AppliedMagix-StoreFront>

Walmart Marketplace <http://bit.ly/AppliedMagix-Walmart>

eBay Marketplace <http://bit.ly/AppliedMagix-eBay>

Read SMMG's latest research on SPYR at <https://bit.ly/SPYR-Report>

About SPYR Technologies

SPYR Technologies is a technology company that, 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.

About Applied MagiX, Inc.

Applied MagiX is an Internet of Things (IoT) company headquartered in Manhattan Beach, California, with an office in Hong Kong. The company is a registered Apple developer that develops and sources Apple ecosystem compatible products with an emphasis on the growing multi-billion-dollar smart home market.

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