

SPYR Technologiesâ€™™ Applied MagiX Commits to Build with New MATTER Technology

GREENWOOD VILLAGE, CO / ACCESSWIRE / June 28, 2021 / SPYR, Inc. dba SPYR Technologies (OTC PINK:SPYR), 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, today announced a commitment to develop its smartHome products using the Apple-backed MATTER protocol.

The MATTER protocol is a consolidation and rebranding of what was formerly Project CHIP (Connected Home over IP). MATTER is the unified IP-based connectivity protocol built on proven technologies, helping connect and build reliable, secure IoT (Internet of Things) ecosystems. This new technology and royalty-free connectivity standard enables communications among a wide range of smart devices. Matter is also a seal of approval, assuring that any device built on this standard is reliable by nature, secure by design, and compatible at scale.

"MATTER is really what the smartHome market has been waiting for - a cross-product protocol that finally will bring some much-needed cohesion to our industry," says Dr. Harald Zink, CEO of Applied Magix. "Apple announced integration of MATTER into the upcoming iOS 15 at their recent WWDC developer conference, and we are committed to provide full MATTER support in all our future Apple HomeKit compatible smartHome products. What an exciting time."

Learn more about MATTER from the Connectivity Standards Alliance at: <https://buildwithmatter.com>

To learn more about why MATTER matters and how it works, go to Six Colors' website: <https://sixcolors.com/post/2021/06/wwdc-2021-apple-dips-its-toes-into-matters-smart-home/>

Purchase Applied MagiX' product offerings now in these online marketplaces:

The Applied MagiX website: <https://appliedmagix.com/shop/>

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

Amazon storefront: <https://bit.ly/AppliedMagix-Amazon>

eBay: <https://bit.ly/AppliedMagix-eBay>

Visit the Applied MagiX website (<https://appliedmagix.com>) to order our available products today and to view the availability, specs and background information on our products.

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>.

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