

# SPYR Technologies Expands Marketing Campaign for Applied Magix™s MagixDrive

THE WOODLANDS, TX / ACCESSWIRE / January 11, 2022 / SPYR, Inc. dba SPYR Technologies (OTCQB:SPYR), a technology company whose subsidiary, Applied Magix, Inc., develops and resells Apple® ecosystem compatible products in the growing multi-billion-dollar IoT Smart Home and Connected Car markets, announced today that its marketing campaign, which consists of both 30 and 60 second TV Commercials, will air in additional markets to further broaden viewership. TVA Media Group (TVA) and BB3 Advertising have started a dynamic TV ad campaign for MagixDrive, Applied Magix's wireless CarPlay device. TVA Media Group (TVA) began the campaign by placing "test airings" of the commercials on different channels and timeslots during the week of December 27, 2021. Based upon the channels and the time of day that the commercials aired, TVA estimates that the commercials were seen by more than one million viewers. These initial airings served as a test to determine specific interest from different demographic groups. After analyzing this data, a strategic broadcast strategy was created.

The MagixDrive campaign has begun to move into its next phase by increasing the frequency of aired ads and continuing to focus on those audiences that best fit the demographic profile of a "perfect customer" and expanding it to those who fit within a broader profile of interest.

Dr. Harald Zink, CEO of Applied Magix, enthusiastically commented, "We continue to enjoy working with such talented and experienced organizations like TVA and BB3. This has turned out to be an extremely valuable partnership. With their help, we have created an exciting advertising campaign that we expect to be a success."

Viewers will be able to order MagixDrive via a dedicated landing page at [www.GetMagixDrive.com](http://www.GetMagixDrive.com) and toll free at 800-714-8037.

The Company's MagixDrive is currently available at the Applied Magix website:

<https://appliedmagix.com/shop/>

## About TVA Media Group

TVA has a 34-year history of creating successful productions and media campaigns for Fortune 500s, startups, non-profits, and government agencies worldwide. Clients include 6 Flags, Ajinomoto, Best Buy, Canon, Cessna, Epson, Jacuzzi, Jenny Craig, Lexus, Marriott, MasterCard, Sitelock, Sony, StreetStrider, Teradata, Ubisoft, Universal Studios, Verizon, and Viking Cruises.

TVA has an A+ rating with the BBB, Class 1 D&B credit rating, hundreds of client references and case studies covering 40 categories; and has won every major award in advertising, DRTV and PR. See <https://www.tvamediagroup.com>.

## About BB3 Advertising

As a boutique agency, BB3 replaces the inflexibility and bureaucracy of a big agency with efficiency and personal service. Their team possesses unparalleled knowledge and experience in the industry, and they are constantly evolving as the media landscape evolves. Learn more about BB3 Advertising at [www.BB3advertising.com](http://www.BB3advertising.com)

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## About SPYR Technologies

SPYR Technologies (SPYR) 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 IoT Smart Home and Connected Car markets. 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 (AI) and smart-technology products.

Investors can learn more about SPYR and AppliedMagix at: <https://ir.spyr.com/>.

#### 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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