



## BIGBEN INTERACTIVE LAUNCHES SAMSUNG SMART TV ACCESSORY/APPLICATION PACK

Lesquin, January 2nd, 2013 - Bigben Interactive, European leader in video game accessories, announced an agreement with Samsung Electronics Co. Ltd, a market leader and award-winning innovator in consumer electronics, semiconductors and telecommunications, to develop a Samsung Smart TV fitness app that is compatible with Bigben Interactive's flagship 'Cyberbike' accessory. The app, which will be available on 2012 and 2013 6 Series Samsung Smart TVs and above, will join a growing range of Samsung Smart TV applications that help users combine exercise and entertainment on the world's most advanced next-generation TVs.

The free app, which is expected to be available for spring 2013, will allow consumers to use Bigben Interactive's wirelessly connected exercise bicycle to enjoy simulated bicycle races or rides – all from the comfort of their own homes. For Bigben Interactive, this is a new step in their strategy of adapting to the video game and multimedia markets.

**"We are delighted to join forces with Samsung, who continue to pioneer new ways for consumers to enjoy and interact with their Smart TVs,"** explained Alain Falc, CEO of the group Bigben Interactive. **"These applications, which are directly integrated in the televisions and are designed to be either useful, or for leisure, today constitute an emerging market and one we aim to invest in. This is most certainly one of the future blueprints for the video game industry, even more so for fitness and well-being related products."**

Samsung is at the forefront of creating a robust ecosystem of content and experiences through Samsung Smart TV. The company continues to add new apps that are compatible with an ever-expanding range of accessories, with the ultimate goal of offering consumers the most comprehensive and immersive Smart TV entertainment experience available.

The 'Cyberbike' will be showcased at Samsung's booth during the upcoming Consumer Electronics Show (2013 CES) from January 8th to 11th 2013 in Las Vegas. Stand #12004/12527 Las Vegas Convention Center, Central Hall. For a presentation on spot, please take an appointment now with us, [ihouzet@bigben.fr](mailto:ihouzet@bigben.fr)

### About Bigben

*Market leader for both video gaming accessories and mobile phone accessories, the **BIGBEN INTERACTIVE** Group now implements a strategy of complementary know-how and product offers in order to meet the evolution of the multimedia world. Its ambition is to become a leader in converging multimedia accessories and a key player on the European multimedia market, relying on its size, its development capabilities and its commercial network.*

### BIGBEN INTERACTIVE

Eurolist of Euronext Paris, C market segment – Indexes : SBF 250, ITCAC

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