

## NeoProducts & HMV Hong Kong team up in digital music venture

October 18th 2007 was the official launch date for an exciting new project for NeoProducts, in partnership with HMV Hong Kong.

In the first venture of its kind in south east Asia, music download kiosks designed and assembled by NeoProducts have been installed in two Hong Kong HMV stores.

The futuristic kiosks are the focal point for HMV's new Digital Lounges, where customers can browse tracks in both English and Chinese, using software supplied by Mediaport.

Customers can buy singles, albums or create their very own compilation from the half a million tracks available. Selected tracks can then either be burnt to a CD or purchased as a digital download.

NeoProducts' Business Development Manager, Mario Simeone, has spent many months working with HMV's Managing Director for Hong Kong & Singapore, Emily Butt, to ensure this flagship project ran smoothly - from concept through to completion.

Thursday's official launch was the culmination of their hard work, and attracted widespread media interest. Hong Kong's latest music sensation, Jason Chan, was also on hand to give his support to the endeavour. He welcomed the download kiosks as giving his fans "a lot more options" in how they bought music.

HMV Hong Kong and NeoProducts are together at the very forefront of the business's response to the digital revolution currently sweeping the music industry.

Consumers in Hong Kong are recognised as among the most technically savvy in the world, and are quick to adopt new technologies - which is one reason the two Hong Kong stores were chosen as pilots for the new download kiosks.

Over the coming months, HMV plan to create Digital Lounges, with kiosks, in all six of their Hong Kong stores and have described them as, 'integral parts of the new HMV of the future.'

Emily herself is clear about their potential, and sees the kiosk model as central to HMV's future expansion into mainland China.



*The new HMV Digital Lounge, with NeoProducts' music download kiosks*



*NeoProducts' Mario Simeone talks a visiting news crew through using a kiosk*