

## P R E S S R E L E A S E

Fredrikstad, Norway, June 23<sup>rd</sup> 2017

### World Premiere - the first ever inCar mirror with dab+ and Bluetooth

During this weeks WorldDAB Automotive 2017, Sahaga as presented the worlds first inCar mirror with dab+.

With POPyourMIRROR you can upgrade any car to digital radio, just by easy installation of the unit. Superb dab+ reception with the proprietary, magnetic grounded glass mount antenna is included. POPyourMIRROR has service following, traffic announcements, presets, line out, high quality FM transmitter and several other features. You can also stream your music over Bluetooth to it and answer your phone calls hands free.

“Sahaga is building up a wide range of inCar dab+. With POPyourMIRROR we introduce a whole new way of thinking universal integration of digital upgrades for any car. We are proud to be able to tell the world here in Munich, at the most important event for digital radio in cars, the WorldDAB Automotive 2017”, says the CEO of Sahaga, Hans Christian Andersen.

POPyourMIRROR will be available this fall. First market will be Norway, then UK, Denmark, Italy, Holland and several other markets have signalized a strong interest for this product.

“We think we are taking inCar dab+ a significant step towards our main goal with POPyourMIRROR. The goal is easy installation, superb reception, ease of use and 100% universal solution”, says Mr Andersen.

Sahaga as is a digital radio specialist, with experience as a dab+ developer, importer and distributor since 2004 in the Nordic market. If you want to get in touch, please do not hesitate to contact us by email: [salg@sahaga.com](mailto:salg@sahaga.com) or phone +47 974 75 516. Please also visit [www.sahaga.com](http://www.sahaga.com) You can also contact Hans Christian Andersen directly at [h.c.andersen@sahaga.com](mailto:h.c.andersen@sahaga.com)

Further information and/or pictures will be provided upon request.