

Michael Pauli joins OBLO Living as VP Business Development

Novi Sad, Serbia – June 7, 2016 – RT-RK, a market leading hardware and software development house in the area of consumer electronics, communications, and multimedia, today announced the appointment of Mr. Michael Pauli as VP Business Development at OBLO Living. Mr. Pauli is an experienced professional with business and product development background in Novabase Digital TV Technologies GmbH, company owned by Novabase, the Portuguese leader in IT. By means of the appointment RT-RK strengthens its forces of the home automation technology branded under OBLO Living targeting the market of Western Europe.



“The appointment of Mr. Pauli as VP Business Development is part of our strategic reinforcement of OBLO Living operations,” said **Nikola Teslic, CEO RT-RK**. *“With his reputation of an experienced professional with strong business network in the region, it is a great pleasure to welcome him onboard. At the head of business development, Mr. Pauli and his team will strengthen our present relations with customers in Germany and Italy, and continue placement of successful products based on our home automation technology with new customers who will build up the revenue quickly, without development, separate verification, failures, or customer churn.”*

“OBLO Living technology and products are now offered more widely and transparently to our customers. By licensing of our turn-key solution they can quickly develop or complement their products with a wide variety of home automation features,” commented **Michael Pauli, VP Business Development OBLO Living**. *“Our offer to retail, home automation system integrators, Set-Top Box and network equipment manufacturers, telecom operators, represents the possibilities where our technology opens, but we are not limited to those. As our customers differ in business and technical aspects, we make sure that they leverage from integration and customization of our technology with the most power to keep ahead of the market competition.”*

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About OBLO Living



OBLO Living is a company branding the RT-RK's proprietary turn-key home automation solution utilizing Zigbee, Z-Wave, BLE and WiFi RF technologies for integration of devices into a smart home network. Under the brand of OBLO Living there's a full software stack implementing the end-to-end solution, from smart devices, through gateway software, up to cloud services, as well as constantly expanding set of smart nodes. The company also offers services of complementing customer's offer with variety of OBLO Living nodes, licensing of the technology in the customer's product, as well as utilization of the broad product development expertise in customer's product development. For more information visit www.obloliving.com

About RT-RK

RT-RK LLC is a R&D company and national research institute that delivers development services and own products in the arena of real time embedded systems, with strong focus on consumer electronics and automotive. Headquartered in Novi Sad, with offices in Belgrade (Serbia), Banja Luka (Bosnia and Herzegovina) and Osijek (Croatia) with over 600 engineers, RT-RK is one of the biggest development houses in Southeast Europe. RT-RK is professionally engaged in embedded system design, TV software development, automotive software development, digital signal processing, UI/UX design, product development including small scale production, testing of Set-Top Box and multimedia devices, and FPGA rapid prototyping. For more information, visit www.rt-rk.com

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