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FOR IMMEDIATE RELEASE

Samsung Enterprise Alliance Program partners with Strike Group Australia

Brisbane, August 15, 2016 – Strike Group, the world’s leading company specialising in hands free technology, has officially partnered with Samsung Electronics as part of the Samsung Enterprise Alliance Program (SEAP). Strike aims to use this opportunity to develop solutions to better suit their customers’ needs.

Strike Group is a world-renowned leading developer, manufacturer, and provider of automotive technologies including an extensive range of smartphone cradles, antennas, and dashboard mounts.

Strike is the manufacturer of The Strike Alpha Cradle. The Alpha Car Cradle comes with an internal passive antenna designed to improve phone signal. Smart innovations like this are what set Strike apart from other competing companies.

The Samsung Enterprise Alliance Program, also known as SEAP, is a Business to Business (B2B) program which allows companies and developers alike to produce high quality applications on Samsung mobile devices.

Benefits of partnering with SEAP

- A deepened relationship with Samsung allows better marketing strategies and solutions
- Access to direct technical support to create the highest quality applications
- Access to a wider range of device features and resources, i.e. Software Development Kits (SDKs)
- Develop highly secure applications with Samsung’s Knox, the defence-grade security platform

Chris Ryan, the CEO of Strike Group, says, “The possibilities are immensely beneficial to both our customers and to the quality of the products that we manufacture. Partnering with SEAP will allow Strike to flourish, expand, and reach even more businesses and people.”

Strike will apply these new benefits from the partnership to better tailor their solutions and meet the demands from their customers.

About Strike Group:

Strike Group is Australia’s leading provider and manufacturer of innovative car technologies. Strike integrates innovative design and seamless engineering in all of its products. The company now exports to 72 countries having appointed key partners in the American and European market.

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