

Press Release

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Sleeping Guards - A Creative Business launched from CNX Creative.

Chiang Mai, April 01st, 2013 – CNX Creative has launched today a new venture: SleepingGuards. Basing on multiple observations the company has started the unthinkable: a new business, which is offering guards who will sleep while protecting your premises. The business model is based on the fact that many night guards sleep on duty anyway. To ensure the service quality, SleepingGuards has established a Lab, which measures the sleeping skills of every guard applicant. According to the first tests conducted January and February 2013 41,8% of all guard applicants appeared to be light sleepers and received a certificate granting them the opportunity to be hired later on.

After few trials with customers the company is now on the way to reach out to the world with their business model. The SleepingGuards is hiring staff for different roles including management positions and security guards. They have already posted entries on different jobs-databases.

"The business model is disruptive, creative and unique. We might have more than 100.000 SleepingGuards only in Asia within the next 12 months", says Sebastian-Justus Schmidt, CEO of SleepingGuards.

Further Information:

Sleeping Guards product page www.sleepingguards.com

About the idea creation team: CNX Creative

CNX Creative is the creative team of SPB TV, responsible for ideas in the world of interactive solutions, digital advertisements, User Interfaces and many more. The team is based in Chiang Mai, and is working for customers of SPB TV around the world. See more:www.cnxcreative.com

About the mother company SPB TV AG

SPB TV is one of the world's leading providers of end-to-end mobile, OTT and IP TV solutions for video content delivery to multi-screen devices. SPB TV solutions are integrated by the largest mobile operators, including StarHub, MTS, Beeline, MegaFon, BSNL; and have been recognised through a variety of awards. See more: www.spbtvsolutions.com

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