



TECHNOLOGY **COMMERCIALISATION**

V-MACHINE IN SMART100

Melbourne, Australia; 23 March 2009: Jointly developed by Grey Innovation and SMPRO Audio, the V-Machine was voted into the inaugural Australian Anthill SMART100 2009.

The SMART100 Index had 861 nominations and were judged by 1,600 Colmar Brunton 'mavens'. The SMART100 Index was developed in association with global market research agency Colmar Brunton to identify and rank Australia's 100 most innovative products.

The V-Machine progressed through four stages in the process to be listed amongst the top 100 innovative products in Australia. The program will conclude with stage five, announcing the rank of each innovation, in April 2009.

The V-Machine is a compact VST/VSTi hardware playback module designed to take plug-ins on the road or into the studio and access them directly without a computer. Built for performance keyboard players and DJ's the V-Machine has full MIDI controller support that allows users access to available loaded plug-in parameter controls such as virtual dials, switches and faders.

For more information about the V-Machine please visit: www.smproaudio.com

Grey Innovation Pty Ltd

(ABN 14 083 304 214)

42 Charles Street (PO Box 452) Prahran Melbourne Australia 3181

P +61 3 9692 6999 F +61 3 9692 6998 E info@greyinnovation.com W www.greyinnovation.com