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WSDS Deploys FREE Mobile App From Envision Networks® ***Detroit's La Explosiva 1480 Now Utilizing Nobex Partners Customized App***

(JULY 2014) – **Envision Networks®** welcomes **Koch Broadcasting's WSDS/Detroit, MI** as the latest affiliate of **Nobex**, a FREE mobile app for radio stations. With **La Explosiva 1480** releasing its app that allows listeners to stream their content anywhere, the station joins over 5,000 live apps on the Nobex Partners Mobile App Network.

The **Nobex Partners** wizard swiftly guides stations through the process of producing fully-functioning cross-platform, native, customized apps for iPhone, Android, BlackBerry and Windows Phone. Using the **Nobex Partners** system, stations keep their brand identity while harnessing state-of-the-art features including an interactive playlist with song and artist details, integration with the station's Facebook, Twitter, and YouTube feeds, and even music videos available in the app.

With the **Nobex Partnership Model**, it is easy for stations to monetize their app with shared revenue from mobile ads. **Nobex Partners** also provides valuable business intelligence to help chart the success of the app, including daily registration reports, streaming session stats, and a Live Activity Map that lights up when listeners launch the app.

Radio stations interested in creating their own **FREE** app should visit <http://partner.nobexradio.com/Default.aspx?refer=ERN3>. For more information contact Hannah Rosenthal at 216-831-3761 or hannahr@envisionradio.com.

About Nobex Technologies Inc.:

Nobex Technologies Inc. created Nobex Radio featuring more than 21,000 stations and enjoyed by over 15 million users on their mobile or tablet devices. The award-winning Nobex Radio app means you'll never miss your favorite radio program again. Nobex is working with stations around the globe to provide the same high-quality apps in a white label version – for free.

About Envision Networks®:

Envision Networks® provides content and services to more than 1,500 radio stations and reaches millions of listeners each week. Envision Radio Networks, Inc. is the largest independently owned affiliate relations company in the country and supplies all types of programming and services to radio including morning show content, short-form vignettes, virtual news-weather-sports broadcasts, live syndicated morning shows, long-form weekend programming, 24/7 formats, comedy services, event programming, off-air tools, web content, album releases and artist specials. Envision Networks® is based in Cleveland, Ohio, with offices in New York City and Nashville.

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