

SQUID launching Podcast service for automotive at Mobile World Congress 2024

Barcelona/Stockholm, 26th of February 2024 - SQUID, a leading media-tech company, is launching a podcast service for cars at the Mobile World Congress 2024. The new podcast service seamlessly integrates to the vehicles via Android Auto and Apple CarPlay, making it easier than ever to enjoy podcasts in cars and trucks. Users need quick access to their favorite podcasts while keeping their focus on the road.

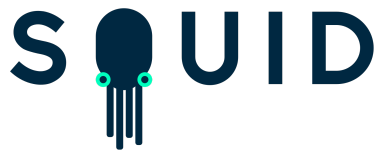
With SQUID Podcasts Service users now have:

- Instant access to thousands of podcasts from different categories, from news to tech, entertainment to sports.
- Wide variety of languages, offering a world of choices.
- Distraction-free experience with listening hands-free and using VoiceControl.
- Compatibility with most smartphones and vehicles via Apple CarPlay and Android Auto.
- Easy navigation and discovering podcasts, either on the screen or with your voice.



“We are excited to introduce this groundbreaking update of SQUID, addressing the challenge of staying informed and inspired in today’s fast-paced world. We believe knowledge should be easily accessible, even on the go. With this launch, we are making a significant step forward, aiming to inspire car drivers to connect with news and information. And at the same supporting publishers in reaching this vital audience,” says CEO and Founder Johan Othelius.

SQUID is dedicated to simplifying access to news and entertainment for users on the move. SQUID App for Apple CarPlay and Android Auto redefines in-car entertainment, providing a safer and more convenient way to enjoy your preferred podcasts.



About Squid App

SQUID App (Njuice AB) is a media-tech company with head-quarter in Stockholm, Sweden. SQUID is a fast-growing news media app targeting millennials in Europe, Asia, South Africa and Latin America, launched in more than 60 countries. The app is widely recognized with more than 20 Mio users monthly and has received very good consumer reviews in App Store, Google Play Store and Huawei AppGallery and very positive coverage in the media in all markets where launched. From now on, SQUID will also be offering podcasts for Apple CarPlay and Android Auto. Find more information on www.squidapp.co.

If you have any further questions or want to schedule an interview, do not hesitate to contact either Johan Othelius (CEO & Founder) or Céline Gustavsson (UK Country Manager).

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