



## **BROADBAND TELEPHONY FOR AUSSIE CONSUMERS NOW AT SELECTED RETAILERS**

*Low-cost alternative to fixed line phone charges released by engin*

**Sydney, 22 September 2004:** The first broadband telephony service for Australian consumers to be broadly available in major retailers is now on the shelves of Dick Smith Electronics, Powerhouse and Tandy. *engin Voice Box* allows home users to make calls to, and receive calls from any landline or mobile phone over their broadband Internet connection. Using Voice over Internet Protocol (VoIP), *engin Voice Box* assists households and SOHOs to reduce their phone bills by up to 40 per cent. [1]

Consumers are given a standard 10 digit telephone number, and using a normal phone, can make and receive calls to anyone at anytime. *engin Voice Box* does not require software to operate and bypasses the need to even turn a computer on.

Ilkka Tales, Chief Executive Officer, Mobile Innovations Limited parent company of *engin* said, "Broadband subscribers can now get much more from their Internet connection than just access to content. With our history of providing affordable telecommunication alternatives to consumers, we are well positioned to assist customers reduce their telephone bills, stay in touch with friends and family, and harness the full potential of the Internet. The competitive call rates now available through *engin* are likely to be a key driver for further take-up of broadband."

### **Talk is cheap!**

The single greatest benefit to consumers is the cost saving available through *engin Voice Box*, providing an affordable choice to traditional fixed line fees. Consumers can make local and intercapital city calls for as little as 10c untimed, with no *engin* charges on *engin-to-engin* calls. [2]

Competitive International rates, allow customers to call some destinations such as USA, UK, Canada and NZ for as little as 5c per minute. Customers are not locked into contracts and call connection fees (flagfalls) are not charged.

### **Responsible cost management**

In order to assist consumers take charge of their monthly telephone call costs, *engin's* billing and tariff system has been designed to be easily understood and simple to track. Consumers have access to real-time and itemised billing via their Internet account on [www.engin.com.au](http://www.engin.com.au) within seconds of a call being made.

### **Call control**

Compared to a landline phone, the range of features offered with *engin Voice Box* provides consumers with greater ability to control where, when and from whom they receive calls. Key features include both Voice Mail and V-mail, where a voice mail message can be emailed as a sound file to the user. This allows customers to receive their home voice mail messages whilst at work or travelling. Customers also have greater ability to manage incoming calls through caller identification which allows the user to block nuisance calls.

### **Consumer trials**

MIBroadband Pty Limited, a 100% subsidiary of Mobile Innovations Limited, was granted a carrier license on the 29th of March this year to offer this service, and has 200 customer triallists.

David Kerr and his family of eight have been using the *engin Voice Box* as a second line service for more than four months with a series of DECT cordless phones set-up throughout the house. Mr Kerr said, "Our overseas relatives use VoIP in their home, so I began investigating what was available in Australia. Although we could find business offerings, Mobile Innovations was the only company offering a service to the domestic market.

"We began the trial to see how the quality and cost would compare to that of a normal landline. The quality is almost equivalent to that of a landline phone and we are saving around 40 per cent off our regular phone bills. There are also innovative extras such as voicemail by email, call forwarding and conferencing options and the customer service has been excellent," he added.

[1] Savings as demonstrated by consumer trials.

[2] Upload and download costs are dependent on individual's ISP.

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**About Mobile Innovations Limited**

Mobile Innovations Limited (MOB), offers the first broadband telephony service to be broadly available to Australian consumers on the shelves of major retailers. Mobile Innovations is headquartered in Sydney, Australia and has more than 85 staff. Mobile Innovations was granted its telecommunications carrier license in March 2004 to deliver a digital voice service across existing broadband connections. Mobile Innovations offers three products in the *engin* suite: *engin Voice Box*, *engin X-Pro* and *engin X-Lite* all of which provide affordable telecommunication alternatives to Australian consumers. For more information, please visit [www.engin.com.au](http://www.engin.com.au).

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