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Norwood Delivers World's First 'OTT-Mobile Convergence' Service

Highlights:

- o **World first:** Norwood successfully replicates the full core mobile phone user experience using its award-winning Over-The-Top (OTT) platforms: **Corona Cloud**, **World Phone** and **World Message** (in beta) using the mobile phone network numbering range to deliver seamless OTT Telephony and Messaging

- o Operating on the mobile device's 3G/4G data channel, Norwood's solution delivers seamless OTT Telephony and seamless OTT Messaging (including bidirectional SMS support over OTT) using a **second independent mobile number** on the handset as the caller ID.

- o Makes possible a fully virtualised corporate mobile phone service on an employee's personal handset

- o Existing corporate mobile phone numbers can easily be ported into this service, allowing for a seamless corporate transition from existing high-cost mobile services to low-cost OTT BYOD services

- o Ideal for mobile devices such as iPhones and Android devices where a second SIM is not supported

- o This is the first full **'OTT-Mobile Convergence'** service that the Company is aware of, worldwide

"Sharing Economy" telecommunications pioneer Norwood Systems Ltd ("Norwood" or "the Company") (ASX: NOR) is delighted to announce that it has succeeded in delivering what it believes to be the World's first implementation of a complete **'OTT-Mobile Convergence'** service.

The Company has replicated the core mobile user experience for both voice and messaging with purely OTT Apps on a mobile handset using *a second carrier-independent mobile number* supported by the Apps on the handset. The single additional mobile identity used by **World Phone** for inbound and outbound calling and by **World Message** for inbound and outbound messaging.

This solution creates an independent second virtual handset supported within the mobile phone for alternate voice and messaging services, say for business calls and texts. Companies stand to become significant beneficiaries of such solutions. Norwood has calculated that Australian businesses can save around 70% of their monthly mobile fleet expenses by moving to Norwood's implementation of BYOD using its **World Phone**, **World Message** and **Corona Cloud** platforms.

The mobile numbers are multi-sourced from Norwood's telco partners and support the porting in of third party mobile numbers, for example from existing corporate mobile numbers, delivering a seamless OTT experience.

" +61 481 071 abc"

" +61 404 270 xyz"

Example of OTT-Mobile convergence, realising two independent mobile numbers on a single device.

The full **'OTT-Mobile Convergence'** service is currently being piloted by selected leading Australian institutions and will shortly be released to market once the **World Message** beta phase concludes. While these pilots are specifically using Australian "04" mobile numbers, the Company can source similarly capable mobile numbers for other countries from its telco partners.

Norwood Systems' CEO and Founder, Paul Ostergaard, commented:

*"This is a technical breakthrough for Norwood. We are making big strides in our quest to deliver ever more seamless OTT services to the market and our team has done terrific work here: Firstly, to define the **'OTT-Mobile Convergence'** proposition, and secondly, to deliver this proposition to market, eliminating the last vestiges of meaningful differences between mobile network services and OTT voice and OTT messaging services.*

"It is our understanding that this is the first time that combined OTT voice and OTT messaging services, including 'SMS over OTT', have been delivered using a mobile phone number as the single ID for those OTT services. Using the mobile phone network numbering range for both messages and voice calling makes it very difficult indeed to tell our service apart from a regular mobile phone service.

*"It sets the perfect stage for substitution of an organisation's expensive mobile hardware fleet with light-weight, low-cost virtualised voice and messaging services, delivered by our award-winning Apps and service platforms: a mobile phone number; the **World Phone** App and the **World Message** App that together behave very similarly to the corresponding native Apps; the whole shooting match in one low-cost packaged OTT solution! This will be a great solution for our clients in the Company's BYOD sales pipeline.*

*"It is more than fifteen years since we set out on the pioneering journey of making high-quality, seamless OTT services a reality, with my team back then delivering the world's first true OTT **'fixed-mobile convergence'** solution for the Enterprise in 2002.*

*"With recent support for OTT Apps provided by leading handset vendors such as Apple, it makes sense now to target the OTT end-game, namely full **'OTT-mobile convergence'**. Simply, this is the full convergence of OTT voice and messaging services with Mobile Communications, and it is exactly the breakthrough we have just achieved.*

"I could not be prouder of the team's achievements in this regard and we look forward to seeing numerous corporate clients in our sales pipeline adopt this seamless and low-cost service."

Intellectual property development milestone

Norwood Systems was also recently granted two additional patents-pending, taking its intellectual property portfolio to six granted patents (4 in Australia, 1 in the USA, and 1 in the EU). A further seven patent applications are currently pending in various geographies.

Norwood Systems' CEO and Founder, Paul Ostergaard, commented:

"It is gratifying to see our pending patent portfolio convert into granted, enforceable patents in key geographies around the world. The steady growth in our intellectual property portfolio underscores the unique and valuable contribution that our engineering team is making to the Company and its core service platforms."

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Background

Individual travellers, businesses and governments globally are incurring significant international call roaming charges. Informa Telecom estimates that mobile operators today bill more than US$55 billion annually in roaming charges[*] (source: *Juniper Research report on the Mobile Roaming Market, 2014).*

Norwood Systems' patented cloud service platforms and Apps integrate the international fixed phone network with short-haul Voice over Internet Protocol (VoIP) technologies to provide high quality, well priced calling abroad or at home.

Customers in over 5000 cities and 200 countries are using Norwood's services today. The Company has built up a significant pipeline of prospects, including global players in the areas of aviation, professional services, banking, telecommunications, engineering and legal services**.**

About Norwood Systems

Norwood Systems Ltd (ASX: **NOR**) is revolutionising the 'Shared Economy' delivery of high-quality telecommunications services for individual business travellers and organisations globally. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global voice, data and messaging solutions using Over-The-Top (OTT) technologies. The Company's breakthrough offerings, **Corona** and **World Phone™**, deliver the world's most advanced international and roaming calling solutions addressing a broad spectrum of customers - from individuals and business travellers, to enterprises and government clients.

Corona is an award-winning, enterprise-class services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location. It also offers a frictionless Corona Cloud option.

World Phone is an award-winning, revolutionary communications App, delivering 'Shared economy' consumer access to leading fixed-line network service providers around the world, providing unparalleled local access to high-quality voice networks in more than 90 countries. The App is available for Android and iOS.

World Phone