



ASX ANNOUNCEMENT

10 August 2017

Norwood Signs Technology Partnership Agreement with US-based Veritas New Data Archival Capabilities Added to Corona Compliance and Corona CRM

Highlights:

- Norwood is now an accredited **Veritas Technology Partner** with Veritas Technologies, Inc., a leading global data management and information governance company, headquartered in Mountain View, California
- Norwood is currently integrating its **Corona Compliance** platform with **Veritas Enterprise Vault**, a global enterprise information archival platform, which will significantly expand the addressable market for **Corona Compliance** in the global information governance sector
- **World Phone** now supports **Voice Recording** of calls when used in business mode in conjunction with the **Corona Compliance** and **Corona CRM** platforms, offering clients the ability to capture and archive 100% smartphone voice calls and text messages when using World Apps
- Core **Machine Learning** capabilities being integrated into **World Phone** and **World Message** to support enhanced search and e-Discovery capabilities for its **Corona Compliance** and **Corona CRM** customers

Norwood Systems Ltd (“Norwood” or the “Company”) (ASX: NOR) is pleased to announce a number of key achievements and initiatives supporting its award-winning **Corona Compliance** and **Corona CRM** platforms.

Veritas Technology Partnership executed

The Company has been accepted as a **Veritas Technology Partner** by Veritas Technologies, Inc. This will enable Norwood to offer **Corona Compliance** to clients using the widely-deployed **Veritas Enterprise Vault** platform for record keeping and archival. **Veritas Enterprise Vault** support gives Norwood a significantly expanded global addressable market for its **Corona Compliance** offering.

Corona Compliance is Norwood’s award-winning service platform that enables clients in the Financial, Legal, and Healthcare services sectors to capture smartphone voice and text messages automatically and securely store them within the clients’ own enterprise information archival platforms. **Corona Compliance** was chosen as the outright winner in the “Best eBusiness Solution” category at the recent WAITTA Incite Awards in June 2017 and is a national 2017 iAwards Finalist in the “Best Business Service” category.

Corona Compliance is uniquely positioned to assist financial and healthcare services firms worldwide who are facing increasing regulation driving the need to record and archive all business communications, including smartphone calls and texts, for example via the recent regulations from FINRA (the US financial services regulator) and forthcoming regulations in the EU with MiFID II (due to take effect early next year).

Norwood’s **World App** architecture is an ideal answer for firms that have implemented BYOD for smartphones and require clean separation of private and business communications on the one device, so that only business communications data are archived, while leaving private information private, on the employee’s device.

New World Phone Voice Recording Capability

World Phone now supports **Voice Recording** for calls when in business mode and using Business Virtual IDs in selected geographies. **Voice Recording** rounds out Norwood's ability to support 100% capture and archival of all business-related voice and text communications made using Norwood's **World Apps** suite. The Company views **Voice Recording** as an important new **World Phone** feature that completes its archival coverage capabilities, as well as supporting client acquisition in both the CRM and the Compliance markets.

World Phone's captured voice recordings can be securely stored via either the **Corona Compliance** or **Corona CRM** platforms into clients' respective information archival platforms or CRM platforms for later analysis and processing. Real-time, multi-language speech transcription is planned for a forthcoming **World Phone** release, further supporting clients' search and e-Discovery requirements.

Integrating Machine Learning Capabilities into World Apps

Norwood has commenced an important initiative to integrate **Machine Learning** technologies into both **World Phone** and **World Message**, which will aid clients' search and e-Discovery within their information archival and CRM systems.

Currently it is very difficult to search for non-text data (e.g. images sent via text message or recorded voice calls) being captured and stored by **Corona Compliance** and **Corona CRM** in clients' information archival and CRM systems.

Norwood's answer to this problem is to use state-of-the-art machine learning algorithms to analyse the non-text data captured by **World Phone** and **World Message** and generate descriptive captions (in the case of images and video) and transcriptions (in the case of voice) to be stored as enhanced metadata alongside the original non-text data.

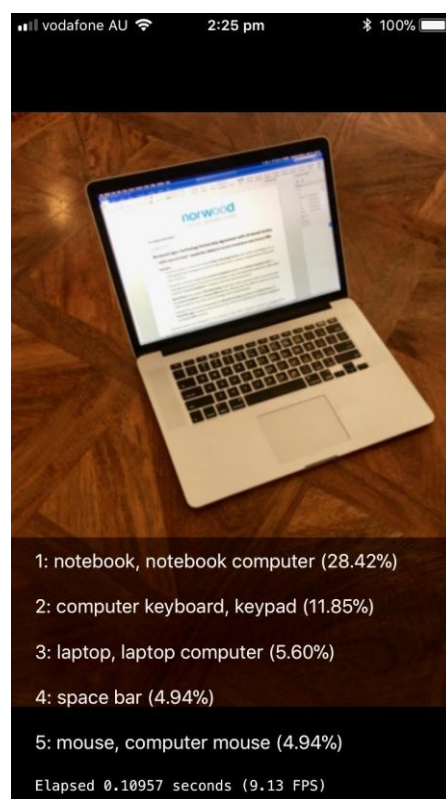
The Company is already integrating key machine learning components for image analysis within its World Apps (see image and the associated machine learning generated description at right), using the publicly available **Inception trained neural network model** developed by Google. In the example shown to right, a client could search their archival system for **World Message** text message images labelled with "laptop" and this image would be shown in the search results.

Norwood will start to release versions of the **World Phone** and **World Message** Apps this quarter that will support machine learning generated enhanced metadata descriptions of non-text data captured by both Apps.

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

*"We are very proud to be partnering with Veritas Technologies to expand significantly the number of large customers we can target with our unique **Corona Compliance** archival proposition. Now that we are an accredited Veritas partner, we are also looking forward to working with Veritas's partner ecosystem on future mutual opportunities.*

*"Moreover, I am delighted to be announcing these achievements and new initiatives as a package, whose common thread is that Norwood is rapidly assembling and completing its **Compliance and CRM 100% Data Architecture** and associated global partner ecosystem.*



Machine Learning captioning of a **World Message** image of a laptop computer

“Business models worldwide are rapidly progressing towards adoption of machine learning capabilities. However, machine learning AI initiatives generally have an underlying data problem – it is often hard to get the data needed to train the machine learning models! There is a saying amongst AI researchers that ‘AI is 90% data and 10% algorithms’, which means that sourcing good quality data is paramount for any machine learning initiative.

*“Given the new voice recording capability in **World Phone**, Norwood can now capture 100% of business voice and text message content flowing through employees’ smartphones when using our award-winning World Apps in business mode, which greatly aids downstream training of machine learning models, for example, for automatic sentiment analysis of employee-to-customer text message traffic.*

“We see the automatic captioning of images and transcription of voice calls as merely the start of our Company’s machine learning journey. Norwood is the only company today that can provide clients and partners with 100% data capture and archival for smartphone business voice and messaging interactions using our World Apps and Corona platforms for both iOS and Android smartphones.

“Recognising there are some extremely valuable potential downstream business applications that can be enabled through high-quality 100% data capture, we feel Norwood is ideally positioned to participate in such future machine learning driven opportunities.

“All these initiatives are aligned to Norwood’s original mission: To integrate core smartphone services into corporate networks and information system platforms. Our long-term B2B focus is unvarying – we are relentlessly pursuing the intelligent integration of core smartphone-based voice and messaging services with our customers’ mission-critical information systems.”

-ENDS-

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Norwood is changing the way we globally connect

At Norwood Systems, we're passionate about revolutionising telecommunications. To actualise this goal, we have developed versatile and innovative service platforms that combine Norwood's cloud services and Apps with a wide range of best in class network providers for voice, SMS and Wi-Fi access. By connecting your smartphone effortlessly and simply to local networks around the world via our award-winning Apps, you get high quality connections, clear and secure conversations for a fraction of international roaming costs.

About Norwood Systems

Norwood Systems provides voice, messaging and data services to consumers, enterprises and carriers globally, leveraging its' federated telecommunications services network partnerships. Our mission is to deliver disruptive end-user communications apps that streamline and simplify how users around the world can access affordable, high-quality telecommunications services – anywhere, anytime.

Norwood has solutions that service Enterprise, Telco and Partner channels.

Our [Enterprise Solutions](#) deliver powerful, yet simple platforms to make business communications more cost effective, easier to manage, and regulatory compliant. This is made possible by Corona® Cloud and Corona GTS, with its suite of mobility Apps.

Norwood Systems' innovative [Telco Solution](#) addresses all three categories of telecommunication providers. Major carriers, mobile virtual network operators (MVNOs), and Data-only providers.

Finally, our [Partner Solutions](#) are designed for the forward looking, customer driven Travel and Loyalty partner, providing an easy way to invigorate brand offerings with App based benefits.