

ASX ANNOUNCEMENT

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Norwood Delivers Advanced AI-driven Mobile Sentiment Analytics

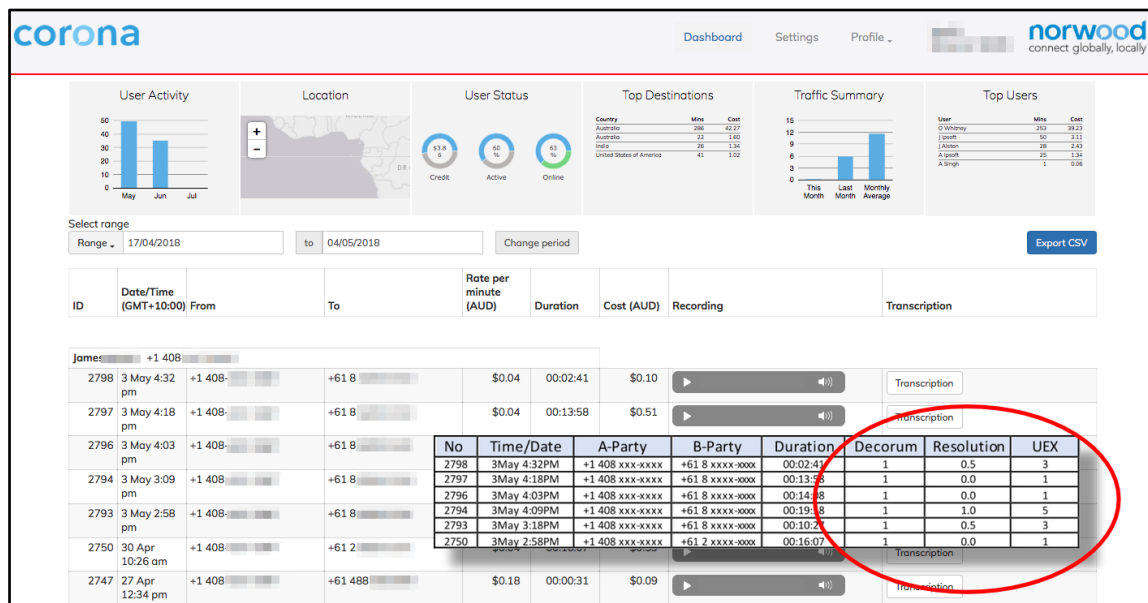
Highlights

- **New AI-enabled Mobile Sentiment Analytics capability revolutionises how companies can cost-effectively capture a real-time, deep and qualitative perspective of business-related employee conversations with external stakeholders whilst preserving privacy for employees’ personal mobile conversations**
- **Understood to be one of the world’s first practical realisations of near real-time mobile sentiment analytics**
- **The Company is working with two of its key partners, Oracle and Veritas, on several mobile sentiment-analysis related RFP opportunities**

“Virtual Mobile Communications as a Service” pioneer Norwood Systems Ltd (“Norwood” or the “Company”) (ASX: NOR) is pleased to announce that the Company has released AI-driven Mobile Analytics features in the new versions of its leading products **World Phone**, the award-winning voice App, and **World Message**, the high-performance SMS and instant messaging App. The two World App versions are available initially for Apple iOS devices on the iTunes App Store, with follow-on versions planned for Android devices on Google Play.

World Phone 3.5 represents a major advance on the previous **World Phone 3.0**, now supporting machine-learning enabled transcription of audio records via **Corona Cloud** and storing those transcriptions and associated analytics in third-party CRM platforms. In particular, Norwood is working with a number of partners to deliver mobile conversation sentiment analysis and related metrics based on these transcriptions. This is understood to be the first time any party has delivered end-to-end sentiment analysis on mobile phone conversations.

World Message 2.5 now includes the embedded support for image detection and classification (at 95% accuracy) for multimedia images sent using the App. Classification results are then sent via **Corona Cloud** and stored alongside image content in the CRM (Customer Relationship Management) or Compliance Archival platform to facilitate, among others, improved E-Discovery.



Transcriptions with advanced sentiment scores now captured in Corona Cloud via the World Apps

A core feature of this release is embedded machine learning support to help organisations characterise the sentiment of voice and messaging conversations that take place between employees and outsiders over smartphones. Key automated metrics such as “conversation decorum” and recipients’ “user experience” are reported, whilst more abstract metrics are also reported, for instance, whether or not an issue was discussed and whether or not that issue was resolved during the conversation.

The “round-trip” real-time voice capture with associated sentiment analysis can be carried out live and in near-real-time¹. Norwood considers this to be probably the world’s first example of mobile conversation capture coupled with real-time industrial strength sentiment analysis.

Advanced sentiment analysis on mobile calls and messages is a highly significant and valuable capability. Chief Marketing Officers (CMOs) for example can derive real-time measures of customer satisfaction for interactions with field personnel to immediately identify and rectify any “hot-spots” of poor customer service within their field sales and service teams.

Large organisations often conduct customer satisfaction surveys to obtain valuable operational metrics such as Net Promoter Scores. Such surveys are often resource intensive and can be outdated by the time survey results come in.

Norwood sees strong commercial potential for near-real-time mobile sentiment analysis in the large corporate sector, as large companies embark on digital transformation strategies that in turn rely on sophisticated analytics looking into all corporate information flows. To the extent that any company’s mobile communications channel is currently ‘dark’ (or unable to be analysed through such analytics today), most large companies should be considered potential adopters of Norwood’s revolutionary mobile sentiment analysis solution.

Norwood’s new AI-enabled Mobile Analytics capability revolutionises how companies can cost-effectively capture a real-time, deep and qualitative perspective of business-related employee conversations with external stakeholders whilst preserving privacy for employees’ personal mobile conversations.

The Company is working with two of its key partners, Oracle and Veritas, on several mobile sentiment-analysis related opportunities that are an early stage of development and it hopes to report back to the market on progress in this pioneering area for Norwood, as one or more of these opportunities develops further.

Norwood’s Managing Director, CEO and Founder, Paul Ostergaard, said:

“We are excited to launch these advanced capabilities for our award-winning Virtual Mobile Services platform in support of several major opportunities we are progressing this quarter with our partners, Oracle and Veritas.

*“Norwood is one of the few companies, if not **the only** company, able to deliver this type of advanced end-to-end application over the mobile channel, which has traditionally been closed to real-time voice and messaging analytics platforms.*

“Using our Virtual Mobile Services platform to analyse business-related calls and text messages in real-time fills a crucial missing piece in most large corporates’ analytics strategy. And importantly, we deliver this capability, whilst uniquely ensuring complete separation of personal and business records on a single handset.”

<ENDS>

¹ Norwood leverages several third-party analytics firms to deliver ‘turn-key’ end-to-end mobile sentiment analytics, anchored by its proprietary mobile content capture solution comprised of the World Phone, World Message and Corona combined solution

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About Norwood Systems

Norwood Systems Ltd (ASX: NOR) is revolutionizing mobile voice, messaging, data and cyber security services through its pioneering award-winning virtual mobile services platform, Corona[®] and its award-winning Apps, World Phone[®], World Message[™], World Secure[™] and World Wi-Fi[™].

The Company's breakthrough offerings deliver Over the Top (OTT) connectivity, knowledge and intelligence services. Norwood's products and services are targeted at a broad spectrum of prospective customers from individuals through to large enterprises and government agencies.

Norwood has delivered services to more than 6 million customers since launching its platform in mid-2014, servicing people in 200+ countries & territories and 5000+ cities worldwide and has achieved a 4+ App Store rating on all published Apps.

Norwood Systems listed on the ASX in June 2015 and trades with the stock ticker NOR.