

ASX ANNOUNCEMENT

22 October 2015

World Phone Launch on Android Platform

Telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX: NOR) is pleased to announce that the launch date for the Company’s consumer App – **World Phone** – on the Android platform has now been scheduled for November 30, 2015.

World Phone is a revolutionary communications App for international travellers giving access to high quality, low-cost telecommunications providers around the world, making it easy and affordable to make voice calls from a mobile device wherever you are around the globe.

The product launched on Apple’s iOS platform on 31 July this year to strong early success and has already been the number one most downloaded travel App in 93 countries and number one highest grossing travel App in 57 countries on the Apple App Store. Under the Android platform, **World Phone** will be similarly released in the “travel and local” category. The Android platform has a global addressable market over five times larger than the iPhone platform.

Norwood’s intention to release **World Phone** for the Android platform in the final quarter of 2015 was detailed in the ASX release on [23 September 2015](#), alongside a number of other initiatives that remain on track for delivery. This includes localisation efforts with **World Phone** and free App-to-App calling.

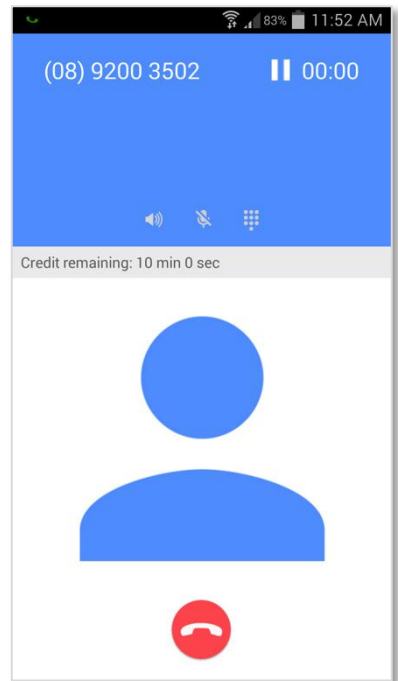
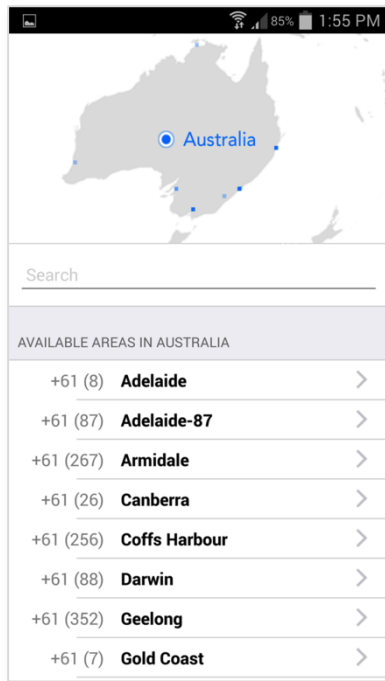
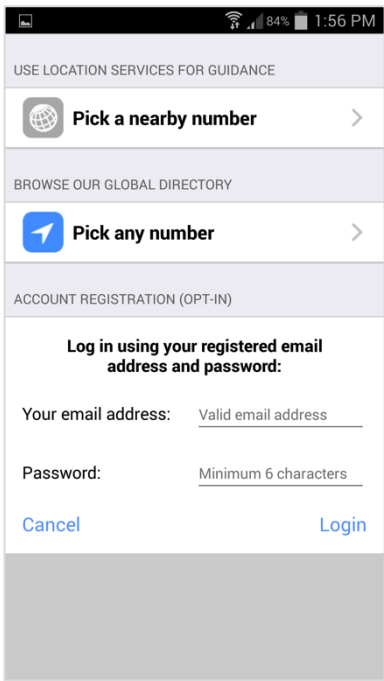
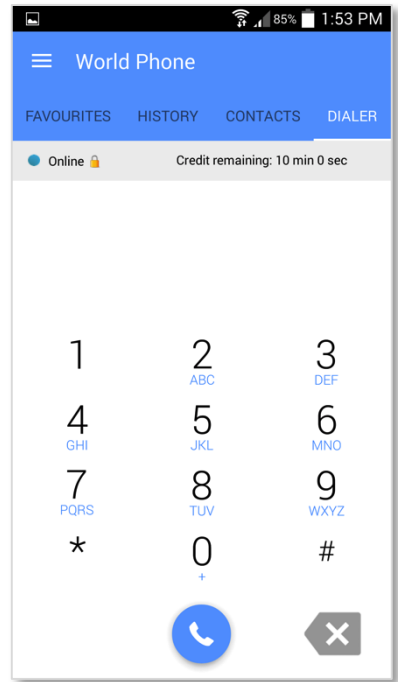
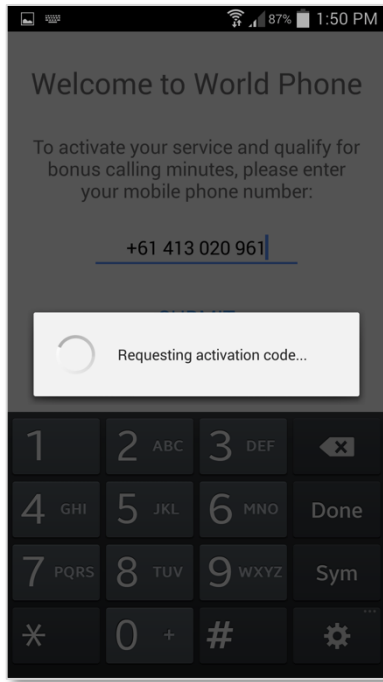
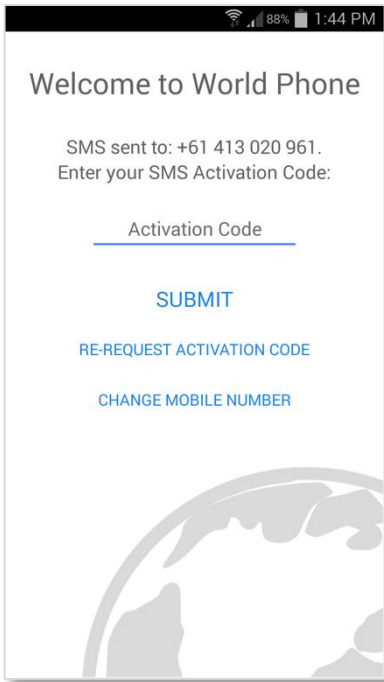
Android users will also benefit from the partnership Norwood established with Booking.com with over 80,000 destinations around the world made easily available inside the **World Phone** App, including a co-branded landing page at Booking.com.

Norwood Systems CEO and Founder, Paul Ostergaard, commented:

*“**World Phone** has experienced a great success on the Apple iOS platform in a short space of time since launch. The next phase of our growth plan focuses on providing the same high quality experience for Android users. We have worked really hard to make sure the look and feel of the App delivers a totally familiar experience for Android users, whilst retaining the same high quality **World Phone** experience and functionality.*

*There are now 1.4 billion active Android users worldwide and the platform is particularly popular in Emerging Markets. This user base represents a substantial new opportunity for **World Phone**, which we are now addressing as part of our ongoing quest to look at innovative ways to grow the worldwide market for our products and services”.*

Representative screenshots of the Android version of **World Phone** are shown below for reference. The look and feel of the Android client may be different in the released version.



-ENDS-

For Further information, please contact:

Paul Ostergaard , CEO & Founder Office: +61 8 9200 3500 Web: www.norwoodsystems.com Twitter: @norwoodsystems, @paulostergaard	Shane Murphy , FTI Consulting Office: +61 9485 8888 Direct: +61 8 9485 8804 Mobile: +61 420 945 291 Twitter: @ShaneWMurphy
--	---

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*, which is forecast to grow to more than \$80 billion by 2018 (source: *Juniper Research report on the Mobile Roaming Market, 2014*).

Norwood Systems' patent-pending cloud service platforms integrate the international fixed phone network with short-haul Voice over Internet Protocol (VoIP) technologies to optimise roaming business travellers' telephony experiences.

Australian businesses and individual business travellers are using Norwood's services today on multiple continents. 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 revolutionizing the delivery of high-quality voice telecommunications services for individual business travellers and organisations on a worldwide basis. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global mobility and roaming solutions using Over The Top (OTT) voice technologies. The Company's breakthrough offerings, **CORONA™** and **World Phone™**, deliver the world's most advanced international fixed-line roaming solutions addressing a broad spectrum of customers, from individual business travellers all the way through to large enterprise and government clients.

CORONA is an award-winning, enterprise-class cloud services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location.

World Phone is an award-winning, revolutionary communications App, delivering effortless "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.



World Phone™