Norwood launches World Phone 2.0 and Corona Cloud 1.0

Now delivers fully seamless OTT services
virtually identical to traditional dialling experience

Highlights:

o **Norwood launches World Phone 2.0 on the iTunes App store**
o **Moves Corona Cloud from Beta status to Release 1.0 status**
o **World Phone 2.0 offers identical experience as traditional telephony options, as a virtualised "second phone instance" on the handset**
o **Users have the same seamless inbound and outbound calling experience as cellular calling**
o **World Phone 2.0 expected to drive additional success with corporate customers, in particular for BYOD implementations**
o **Norwood is an early adopter of the new CallKit features on iOS10**

"Sharing Economy" telecommunications pioneer Norwood Systems Ltd ("Norwood" or "the Company") (ASX: NOR) is pleased to announce the launch of **World Phone 2.0**, an improved version of its flagship technology which now offers the a seamless experience compared traditional mobile telephony. The Company is also pleased to announce the release of **Corona Cloud 1.0**, upgrading it from beta release status.

World Phone 2.0 provides users with the same seamless calling experience they would have using cellular calling. This is the first time a calling experience identical to and integrated with traditional telephony features has been possible on an iOS platform and Norwood expects it will significantly further increase the appeal of **World Phone**, particular amongst its target corporate customer market.

World Phone is an early adopter of the "CallKit" features in Apple's iOS10, which reflect product enhancement requests made in person by Norwood's CEO to Apple Engineers two years ago at Apple's 2014 WWDC conference. The incorporation of these new capabilities in **World Phone** are a reflection of Norwood's commitment to innovation and the adaptability of its **World Phone** platform.

World Phone 2.0 includes a number of new features that makes its services virtually seamless compared to cellular calling, which is in turn having a material impact on existing and clients in Norwood's sales pipeline. Most significantly:

- **World Phone** calls are not overridden by incoming cellular calls, instead the user is provided with the cellular User Interface ("UI") experience for 'end and answer' and 'hold and answer'
- The user can seamlessly toggle between **World Phone** and cellular calls
- Incoming **World Phone** calls are delivered to the handset, even if the App is not running
- Incoming **World Phone** calls are displayed with the traditional telephony UI experience including a full screen incoming call alert
- Incoming **World Phone** calls can be answered without unlocking the device, exactly the same as traditional calling
- **World Phone** calls appear in the native dialler's call history and users can set 'favourite' contacts in the native Phone App to use **World Phone** as the first preference.

While **World Phone's** user experience and App Store ratings were already excellent, the new features delivering seamless telephony in **World Phone 2.0** are revolutionising how clients view Norwood's services.

The Norwood enterprise sales team has been discussing the new **Corona Cloud** and **World Phone 2.0** for iOS capability, under NDA, with a number of large enterprises in key verticals, including the finance, professional services, health & aged care and resources sectors.

The **Corona Cloud combined with the World Phone 2.0 App** enables "virtualisation" (i.e. no requirement for separate physical handsets) of corporate mobile fleet and desk phones onto employees' personal handsets, using a "bring your own device" (BYOD) provisioning architecture. The corporate mobile identity is then created on the employee's device using the **World Phone App and Corona Cloud**.

Typically, virtualising the mobile fleet and desk phones in a BYOD scenario can save over 70% of their telecommunications costs and deliver significant operational benefits to enterprises. For the end-users, virtualising their desk or cell phone into an App on their mobile, while protecting their personal identity with a corporate number, is a huge productivity benefit. The tedious and administratively time-consuming expense claims processing associated with BYOD deployments is completely eliminated, delivering further operational and user satisfaction benefits.

For Norwood, this represents a SaaS (Software as a Service) recurring monthly, high-margin revenue opportunity. Given the average mobile fleet size of these sales pipeline opportunity is currently 4,000+ mobiles per enterprise, each opportunity represents a $1M+ annual contract value. Given **World Phone 2.0** for iOS is now launched, we are commencing field trials with 10+ organisations in the next 30 days and expect further announcements as contract negotiations progress.

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

*"We are extremely pleased to launch **World Phone 2.0**, which now provides our customers with a seamless OTT calling experience that is functionally equivalent to cellular calling.*

*"**World Phone** already delivered a high-quality service but the new improvements in this version are a revolutionary step forward for our award-winning and top-rated telephony App. The team here at Norwood have been working diligently to launch **World Phone 2.0**. We are early adopters of the new iOS10 features and today's launch is a testament to our commitment to innovation and the strength of our technology base.*

*"The launch of **World Phone 2.0** allows us to provide a totally seamless and direct substitute to traditional mobile telephony services. The seamless nature of how **World Phone 2.0** operates, coupled with its ability to virtualise a separate business mobile device, is generating intense interest from mainstream enterprise prospects.*

*"We are also delighted to announce the promotion of our Corona Cloud beta to a full release 1.0, and I want to thank personally the numerous businesses who have contributed feedback to the development of this platform. **Corona Cloud 1.0** coupled with **World Phone 2.0** make for a revolutionary, truly seamless and easy-to-manage corporate OTT implementation. There is literally no other enterprise OTT solution available like this, worldwide.*

*"**Corona Cloud 1.0** and **World Phone 2.0** marks the first time that enterprises have been able to fully virtualise their corporate mobile fleet onto employees' personal handsets, **without any loss of functionality**, while achieving savings upwards of 70% per staff member on their mobile expenses. We have a number of high profile clients in our pipeline across a number of verticals, who have been eagerly awaiting this release. Significant pilots are commencing immediately with those clients, now that both platforms are out of beta.*

"I look forward to providing additional progress updates to our shareholders on our other two key targeted sectors, Telco and White Label, in the very near term."

Screenshots of World Phone 2.0's new features:
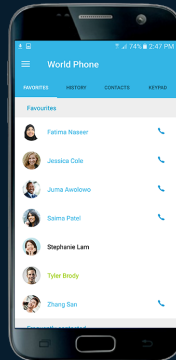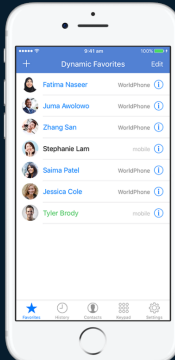

Easily handle calls across cellular and World Phone

Your World Phone® call will not be interrupted by a cellular call

Receive an incoming call World Phone® notification during a regular cellular call

Hang up on a cellular call and answer a World Phone® call

Put a cellular call on hold to answer a World Phone® call

Reject an incoming World Phone® call

Available on iOS 10
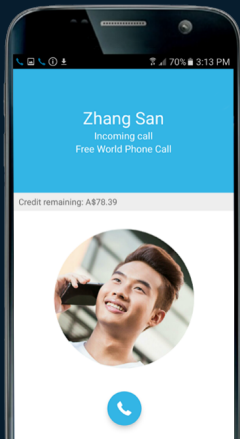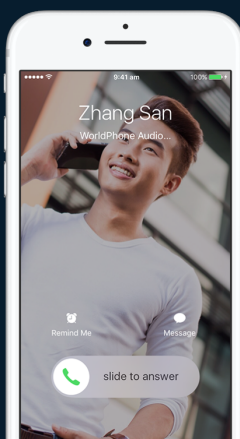
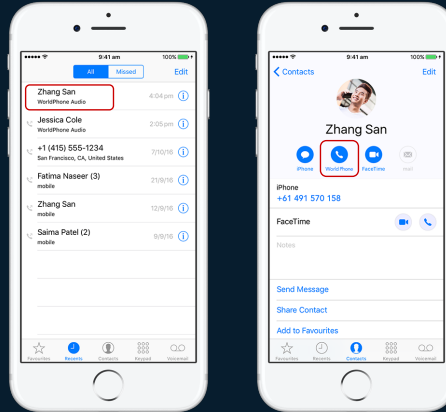A refreshed look and feel

World Phone

A beautiful and familiar experience across platforms

Full-screen Call Notifications

Make World Phone® calls
quickly and easily

- World Phone® calls now appear in your phone's native 'Recents' list

- World Phone® calls right from your phone's native contacts list

8

norwood
connect globally, locally™

Chat longer with improved battery performance

9

norwood
connect globally, locally™

<ENDS>

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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