



## ASX ANNOUNCEMENT

1 July 2016

### Norwood Signs World Wi-Fi Development Partner

#### Highlights:

- Agreement signed with Devicescape, operator of the world's largest multi-service Wi-Fi platform, to provide automated access to Devicescape's Curated Virtual Network of shared Wi-Fi hotspots, with over 20 million quality-managed locations worldwide.
- **World Wi-Fi's** mission is to deliver global, seamless and simple-to-access Wi-Fi connectivity.
- **World Wi-Fi** addresses the three key Wi-Fi usage issues of network discovery, network fragmentation and network security through innovative patented and patent-pending technologies developed by Norwood and its partners.
- It will allow users, for the first time, to view available Wi-Fi hotspots through an Augmented Reality (AR) interface, while also allowing users to securely access the Internet through a single unified sign on – even when starting from offline – leveraging a planned global network of over 40 million+ hotspots.

"Sharing Economy" telecommunications pioneer Norwood Systems Ltd ("Norwood" or "the Company") (ASX: NOR) is pleased to announce an agreement with US-headquartered Devicescape, Inc. to underpin the Company's disruptive **World Wi-Fi** offering.

**World Wi-Fi** will allow users to connect to the world's largest federated Wi-Fi network, utilising a simple-to-use Wi-Fi access App with integrated security features. This potential was recently recognised with **World Wi-Fi** being chosen as a [national iAwards Finalist](#), under the "Most Disruptive Technology" category. Further details on **World Wi-Fi** are outlined in the attached presentation.

The agreement with Devicescape fills out a substantial portion of the initially planned federated Wi-Fi network, bringing over 20 million locations to the expected network of over 40 million+ hotspots. This will be one of the largest Wi-Fi networks available to retail users, and far in excess of other local offerings such as Telstra Air. Norwood anticipates offering the service at an aggressive per-GB rate, with retail pricing to be announced at launch. Wi-Fi whilst travelling is generally superior to available 3G/4G offerings on speed, download quota allowance and cost.

Crowd-sourced by Devicescape-enabled smartphones, the Curated Virtual Network (CVN) drives rapid coverage and capacity growth mapped to the movement of end users. Norwood customers with **World Wi-Fi** on both Android and iOS will benefit from automated access to the CVN's 20 million, quality-managed access points across the globe.

This is also Devicescape's first public announcement of an "Over the Top" OTT customer, a market expansion which complements Devicescape's existing mobile operator customer base. The partnership reflects both the unique versatility of the CVN as a strategic connectivity asset, and the increasing momentum and popularity enjoyed by non-traditional voice and messaging Apps, such as Norwood's World Apps.

Norwood has delivered an intuitive, revolutionary new interface for Wi-Fi search which solves the issue of discoverability of individual Wi-Fi networks. Backing the work done to date on **World Wi-Fi** are two recently granted patents, covering Wi-Fi handover, and a further filed patent is progressing through grant.

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

*"World Wi-Fi is a welcome addition to our portfolio of World Apps, designed to bring the benefits of our federated network to consumers through a sharing economy approach. Its goal is to revolutionise the provision of Wi-Fi for travelling users, delivering innovative solutions to the key issues of discovery, security and access.*

*"Partnering with Devicescape gives us an unbeatable blend of reach and cost-efficiency, along with the reassurance that the network will continue to grow — and our customer experience continue to improve — the more our customers travel.*

*Sitting alongside the already launched World Phone and Corona platforms, World Wi-Fi is a powerful demonstration of Norwood's innovative approach to addressing global customer communications needs. In the case of World Wi-Fi, we have developed an incredibly useful tool for end users to get cost-effective access to the Internet on a worldwide basis. I can't wait to see how our customers respond to the value and functionality delivered by World Wi-Fi."*

**Devicescape CEO, Dave Fraser, commented:**

*"As a company we believe the connectivity provided to end users, and the way it's provided, are ripe for improvement. So we're delighted to partner with Norwood on such a disruptive proposition, and excited about the growth it will bring to our network. Much of the initiative in this increasingly competitive arena is being taken by non-traditional operators, heaping pressure on incumbent operators to respond."*

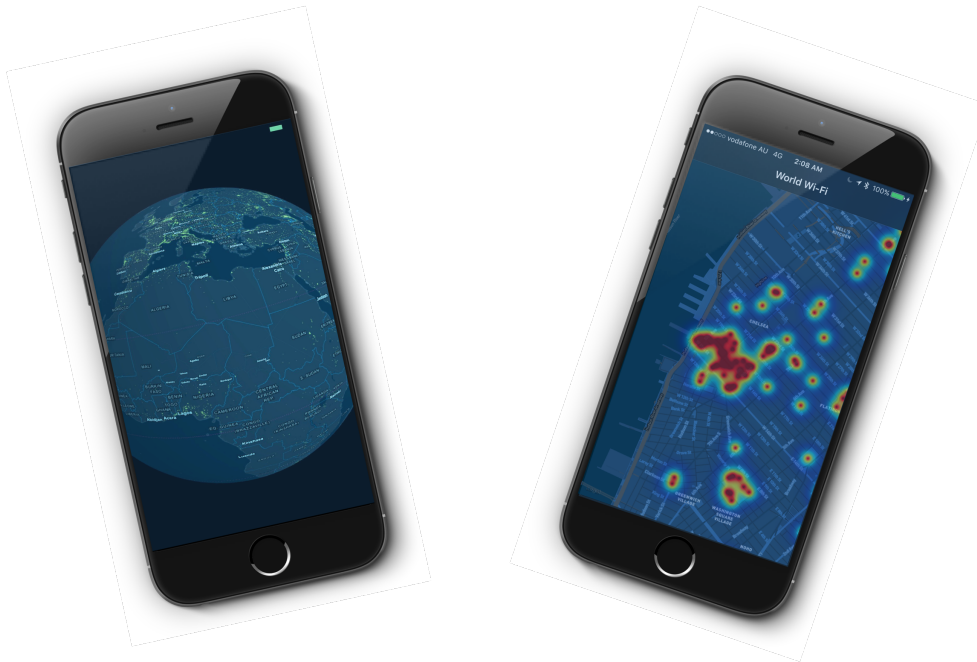
### **World Wi-Fi Search Interface**

**World Wi-Fi** features a simple, easy to use "Wi-Fi Search" interface, intuitive enough for people of all ages to use. The interface is based on making "the invisible" (i.e. the wireless signal), visible for the first time with a patent-pending approach to "translate" the (invisible) Wi-Fi signal into the visible part of the electromagnetic spectrum, preserving other physics-based aspects to maximise realism of the view presented to the end-user.



**Augmented Reality view "frequency scales" the Wi-Fi signal, aiding nearby access point visibility**





***World Wi-Fi features a number of engaging visualisation options to render its global Wi-Fi network***

### **Norwood Pipeline Update**

Development of the Company's **World Message** App also continues, with a view to initially targeting highly regulated markets in the corporate finance sector. **World Message** combines the best of SMS with the best of traditional App-to-App messaging, together with deep integration with World Phone and World Credit.

Alongside development on **World Wi-Fi** and **World Message**, Norwood continues to engage with a strong pipeline of blue-chip customers for **Corona Cloud** and **Corona GTS** (Global Trunk Services) and is delighted with the expanding interest shown by trialling customers in these platforms. There are a number of prospective customers currently providing feedback as part of the live Beta trial. Discussions with potential mobile operator partners around white label / OTT opportunities also continue to progress. The Company remains committed to securing strong early revenues from its portfolio of "Over-the-Top" (OTT) Apps and platforms delivering telco services to consumers and businesses.

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## About Devicescape

Devicescape operates the world's largest multi-service Wi-Fi Platform, delivering Access, Insight, and Engagement solutions for network operators, mobile application providers, device manufacturers, and retailers. Powered by a global Curated Virtual Network of tens of millions of amenity Wi-Fi access points, including those provided by some of the world's most popular service and retail brands, Devicescape enables a Connectivity First customer experience at an unmatched operating cost.

For more information on Devicescape visit [www.devicescape.com](http://www.devicescape.com) or follow them on Twitter @Devicescape

## 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**