



ASX ANNOUNCEMENT

24 July 2015

World Phone™ Completes Successful Third-party Stress Testing

“Sharing Economy” telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX:NOR) is pleased to announce that independent pre-launch testing of the Company’s new consumer-focused iPhone App, **World Phone**, has delivered successful results. **World Phone** is a standalone product designed to address the needs of international travellers with exacting communications requirements.

The testing was conducted by an independent external provider – Applause, a venture-backed global “360° testing” firm based in Boston, USA – and focussed on testing the scalability of **World Phone**, call connection quality under load, App usability and general functional behaviour.

The outstanding results reported from Applause, while highlighting several areas of near-term potential improvement for the **World Phone** App, demonstrated that **World Phone** was well on track with its release schedule. The testing format leveraged Applause’s “In-the Wild Testing Services” to exercise **World Phone’s** capabilities intensively and simultaneously in many locations worldwide. Applause reported on usability, functional and stress testing metrics at the conclusion of the testing phase, which generally demonstrated the robustness of the current pre-release version of **World Phone**.

Norwood Systems CEO and founder, Paul Ostergaard, said the testing results were overall very positive.

“Most quality ratings given by our testers were very good, averaging 4.5 out of 5, which demonstrates that this pre-release version of **World Phone** is already in great shape. We’ve also received some excellent data which will allow us to chase down final usability edge cases and low occurrence programming issues prior to final release. In Applause we have found a world-class global testing partner and we are delighted to be collaborating closely with them on the **World Phone** pre-launch testing program and beyond. This is all building towards Norwood launching **World Phone** successfully later this month,” Mr Ostergaard said.

Further targeted beta testing is being undertaken on a carefully selected demographic to refine World Phone further prior to launch.

World Phone is an award-winning, revolutionary communications App for international travellers that harnesses the “sharing economy” to provide access to high-quality low-cost telecommunications providers around the world. It is especially suited to addresses the needs of international travellers with exacting communications requirements, and a desire to continue conversing with contacts beyond the travel period.

World Phone disrupts the personal mobile roaming experience by providing tight integration to high-quality fixed line networks worldwide, delivering much lower-cost per-minute calling (up to 80% lower than corporate plans) and clearer audio to the end-user, while introducing completely novel features, such as effortless in-app provisioning of local numbers when travelling – all without needing an additional SIM.

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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*, 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™

About Applause

Launched in 2008 as uTest, Applause is leading the app quality revolution by enabling companies to deliver digital experiences that win - from web to mobile to wearables and beyond. By combining in-the-wild testing services, test automation, beta management and mobile app analytics, Applause helps companies achieve the 360° app quality they need to thrive in the modern apps economy. Thousands of companies - including Google, Fox, Amazon, Box, Concur and Runkeeper - choose Applause to launch apps that delight their users. Learn more at www.applause.com and follow [@applause](https://twitter.com/applause) on Twitter.