

ASX ANNOUNCEMENT

1 December 2015

**Norwood Expands Consumer Communication Platform
into Android Handset Market – gains a quarter million new downloads
during global launch window.**

Highlights:

- Norwood’s consumer-focused communications platform, **World Phone**, successfully completes its 30 November staggered launch across global time zones onto the Google Play store and is now available for Android smartphone devices worldwide.
 - Google Play has had more than one billion people use the store in a recent 30-day period.
 - Android smartphone platform currently has over 1.4 billion monthly active users.
 - Downloads across 3-day test market period and global launch window now exceed 250,000.
 - The App has achieved favourable early user ratings on the Google Play Store, in the 4.2-4.3 range, comparable to Skype, Viber and Whatsapp user ratings.
 - Available for download at the [Google Play Store](#).
- Follows successful launch of **World Phone** on the Apple iTunes store in mid-July, where 1,000,000 downloads of the **World Phone** app were reached within 3½ months after launch.
- Existing internal digital marketing knowledge base built up from iOS launch to be immediately applied to Android market.

“Sharing Economy” telecommunications pioneer Norwood Systems Ltd (“Norwood” or “the Company”) (ASX: NOR) is pleased to confirm that the Company’s award-winning **World Phone** application has successfully completed a staggered release through 30 November across all major markets and time zones globally on the Google Play store, and is now available for download onto compatible Android devices worldwide as planned. Norwood previously detailed the planned Android launch date on [22 October 2015](#).

World Phone enables users to connect easily with their contacts for roaming or long-distance calls using high-quality, low-cost local landline networks – making it easy and affordable to make international voice calls from a mobile device, anywhere around the globe. **World Phone** also allows users to “Be Local™” whilst travelling or communicating from overseas and effortlessly set up and subscribe for a nearby local number so that contacts can call users without the inconvenience and cost of dialling their international number.

Test market downloads and initial downloads across the launch window for Android have now exceeded 250,000 units. The Company is very encouraged by this early rate of uptake and has now commenced a digital marketing campaign for **World Phone** targeting the Android user base, run by Norwood’s in-house digital marketing team and utilising the extensive knowledge base built up from the successful iOS campaign.

Norwood intends to keep the Android and iOS versions of **World Phone** up to date with the same level of features, and as the immediately impending product enhancements are rolled out to iOS (including language localisation and free App-to-App calling) they will be implemented as soon as practicable into the Android version.

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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 'Sharing Economy' delivery of high-quality 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) 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, supported on both iOS and Android platforms, delivering effortless 'Sharing 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™