

Tomizone inks deal with iiNet in Australia

17th August 2007 – Tomizone, the global company offering innovative Wi-Fi Hotspot services for high-speed wireless Internet access, announced today that it has signed an agreement with iiNet Limited (ASX:IIN), the 3rd largest ISP in Australia.

The agreement means that Australia will have the Tomizone Wi-Fi Hotspot solution available to iiNet customers to grow the Tomizone Hotspot network. An added incentive of giving iiNet customers 100 megabytes monthly Wi-Fi access to Tomizone Hotspots anywhere around the world is also part of the agreement.

One of the unique aspects of this arrangement is that iiNet broadband customers will be able to set up their own Wi-Fi Hotspot by connecting a Tomizone-enabled Wi-Fi device to their broadband connection to securely share access to the Internet. The Hotspot owner can then generate income from other users who pay a very low fee to access the Internet. Half of any usage revenue earned will be distributed to the iiNet customers who operate a Tomizone.

This is very similar to the agreement signed earlier this year with New Zealand ISP, Orcon.

“Wi-Fi Hotspot ubiquity is a problem globally. To address this shortcoming, people will be able to set up a Tomizone Hotspot with iiNet and contribute to the growth of what could be over time, the largest Wi-Fi network in Australia.” Says Tomizone’s CEO Steve Simms, “Whilst Tomizone is a new company, we already have deployments with leading chain stores in New Zealand and are in negotiation with key carriers in a number of other countries”.

Tomizone is a simple Wi-Fi Hotspot solution with its free hotspot-enabling firmware embedded in selected Wi-Fi routers. When Tomizone is activated on the Wi-Fi router, the Tomizone service authenticates customers’ access, regulates usage, and collects payments. It distributes 50% revenue share to the Hotspot owner. The Hotspot owner could also choose to offer free access to friends using a “friends list” built in to the software.

Greg Bader, CTO of iiNet explained “We see this as a way of extending an iiNet customer’s home broadband connection. When traveling, customers will simply “login” with their iiNet credentials and away they go. The flip side is that there are also opportunities for customers to actually start generating income from their broadband connections”, says Bader, “We will

also be working with Tomizone to deploy our own hotspots in major population areas, which also gives small business operators a simple solution for providing Wi-Fi access to customers.”

“We look forward to a time where our customers can use Wi-Fi wherever they need it, the rollout is somewhat self fulfilling – the more people use it, the more it will expand. Our initial targets will be the capital cities but there is no reason why this cannot extend to non-metro areas”, continued Bader

iiNet customers will be given a free data allocation of 100Mb per month, if they exceed this allocation, then they will be able to “top up” their plan. “We have already started work on integrating the systems, we hope to have our first Hotspots operational in November”, added Bader

Up until now the growth of new Hotspots has been the domain of the big Telco’s whose roll-out is governed by their tight budgets and expensive access plans. According to JiWire, a leading Wi-Fi hotspot locator service, there are around 1,900 public access hotspots in Australia which is at odds with the current 4.3 million broadband connections* throughout the nation. With the growth rate of broadband rolling ahead, people are becoming more savvy with using a Wi-Fi gadget or laptop when they are out and about. Mobile phones are also featuring Wi-Fi capability as demonstrated by recent Nokia model releases and the Apple iPhone. [*Australian Bureau of Statistics March 2007]

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About iiNet

iiNet is one of Australia’s Internet service pioneers, having begun in Western Australia in 1993. iiNet has built a reputation for providing innovative, quality and value Internet products, and friendly 24-hour customer service and support. iiNet is now Australia’s 3rd largest ISP

About Tomizone Limited

Tomizone is a global company headquartered in New Zealand and is fast becoming popular internationally with affiliations with ISP partners and global OEM’s such as D-Link. Tomizone enabled Wi-Fi hardware enables anyone to share a broadband connection securely and make money from it.

Tomizone charges a very low fee for Hotspot access, from AU\$4.00 per day, and shares 50% of the revenue earned from the Hotspot with the Hotspot owner. Tomizone can be set up anywhere globally where there is a fast Internet connection.

Tomizone Website: www.tomizone.com

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