



## **TOMIZONE RANKED LARGEST WI-FI PROVIDER WITH 10,000 HOTSPOTS**

*Agitavi Research Ranks Tomizone as Australasia's Biggest Wi-Fi Provider*

**Auckland, 11 February 2009** – Tomizone, a global Wi-Fi service provider and Wi-Fi hotspot company, was independently validated today as the largest Wi-Fi hotspot provider in Australasia by research firm Agitavi Research Corporation Limited, an international company that specialises in business research in the Information and Communications Technologies (ICT) industry.

Tomizone reaches the global 10,000 Wi-Fi Hotspot mark with approximately 60 per cent of these hotspots and zones in Australia and 15 per cent in New Zealand. The remaining Tomizone hotspots are throughout growing overseas markets such as Fiji, India, Brazil, UK, Ireland, Malaysia and the Philippines.

Steve Simms, CEO of Tomizone says Tomizone Wi-Fi hotspots are all around Australia and New Zealand from cafes and retail hubs, private residences to public areas, where anyone can connect to the Internet with their Wi-Fi laptop or gadget (such as iPhone or Wi-Fi enabled mobile).

“With the largest nationwide coverage, the Tomizone-enabled Wi-Fi Access Point hardware lets anyone share a broadband connection securely and make money from it by becoming a Tomizone Hotspot or Wi-Fi Zone such as the Esquires Coffee chain or Starbucks in Australia,” says Simms.

Simms also says that Tomizone has been tracking significant growth for over six months, which has greatly exceeded their forecasts.

“The Tomizone solution provides people with affordable Wi-Fi Internet access, and our focus on venues with high Wi-Fi demand is clearly delivering outstanding results,” says Simms.

Agitavi's research showed that the next closest provider to Tomizone in terms of Wi-Fi hotspots is Telstra with a reported 1,450 zones across Australia.

Malcolm Fraser, Director of Agitavi Research says that despite the dominance of the telecommunications providers in the hotspot market, the arrival of independent providers such as Tomizone suggests the hotspot business model and value chain is still wide open for opportunity and new thinking.

"Tomizone has come out of left field with its ground-up, rapid organic growth. The Tomizone business model is hitting the right note to help expand Wi-Fi hotspot popularity and has become the largest provider in Australasia very quickly," says Fraser.

Simms explains that the growth of Tomizone is significantly underpinned by an agreement made in 2008 with D-Link, whereby D-Link released its DIR-300 Wi-Fi router, which broadcasts two radio signals if the Tomizone Wi-Fi Hotspot service is enabled.

"The D-Link routers with the Tomizone function are available in retail stores across Australasia and this has resulted in the high conversion rate of customers switching on the router as a Tomizone Wi-Fi Hotspot. This means that people with this D-Link router could easily secure their own wireless traffic on one signal, whilst providing controlled open access for visitors and guests on the other signal," says Simms.

## **ENDS**

**Notes to editors** – a copy of the Agitavi Research is available on request.

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### **About Tomizone Limited**

Tomizone is a global company headquartered in Auckland, New Zealand with offices in Sydney and Bangalore and is the largest provider of Wi-Fi hotspots in Australasia with over 10,000 Hotspots and Wi-F Zones in the region. Tomizone provides partnered Wi-Fi hotspot and Wi-Fi zone solutions in the consumer, small business, enterprise and service provider sectors utilising the Tomizone Proprietary Billing Service Platform, which governs Internet usage and payments. Tomizone-enabled Wi-Fi Access Point hardware lets anyone share a broadband connection securely and make money from it by becoming a Tomizone Hotspot or Wi-Fi Zone. Tomizone specialises in Wi-Fi Hotspot connectivity and as an example of this, was the first in the world to provide a one-touch Wi-Fi Hotspot connector for the iPhone & iPod Touch in July 2008. For more information please visit Tomizone: [www.tomizone.com](http://www.tomizone.com)

### **About Agitavi**

Agitavi undertakes research and provides thought leadership to the Information and Communications Technologies (ICT) industry in; technology business strategy, services marketing and management, software innovation management, and entrepreneurship. Agitavi also provides a range of capability building programmes at the national, regional and organizational levels of local software economies. Customers include Microsoft, HP, Vodafone and other various technology vendors in Asia Pacific, Europe and the Americas. [www.agitavi.com](http://www.agitavi.com)