

## **New breakthrough handset brings voice-over-IP to the home and small business**

SYDNEY, NSW – September 15, 2004 – Broadband Phone Pty Ltd has launched a handset that brings voice-over-IP to the home and small business for the first time.

The Broadband Phone looks and feels like a normal fixed-line telephone but instead of connecting to the public system telephone network it relies on broadband via ADSL or Cable modem.

Using the Broadband Phone, calls can be made and received like a normal telephone but at a fraction of the cost of using a normal telephone service. This in effect delivers greater value to a customer who already has a broadband subscription.

With people searching for more economical ways to communicate with customers, suppliers, family and friends, the Broadband Phone is unlike any other new communication service. Voice over IP (VOIP) has only been viable for large corporations or government bodies, but with the plug and play Broadband Phone, this technology now becomes available to small or medium businesses and residential customers.

Features of the Broadband Phone include:

- ? A real phone number so you can use the phone to make and receive calls – some VOIP products only allow you to call out.
  
- ? Tie single or multiple phone numbers to a Broadband Phone, regardless of physical location – you can create a virtual office for families, friends and customers to contact you at a local call cost.
  
- ? Fully portable number – you can always be contactable on the same number whether you change broadband subscribers or travel locally, interstate or overseas.
  
- ? There are no charges for Broadband Phone to Broadband Phone calls.

Miranda Wong, of Broadband Phones, said, “The Broadband Phone is the perfect solution to combat the rising costs of fixed line rental. Small to medium businesses people who make regular STD or IDD calls and subscribers looking to increase the value of broadband connection will find the new Broadband Phone a revolutionary way to communicate.

“ISP’s will also find the Broadband Phone presents a unique business opportunity and will be a valuable enhancement to their customer offering,” she said.

The “Play and Plug” Broadband Phone is expected to retail for \$249 (inc. GST). Standard Call Plan cost \$15.95 per month. This includes a real Australian telephone number, 50 local calls and also allows unlimited and untimed calls between Broadband Phone subscribers. Additional phone numbers cost \$4.95 per month. Additional local calls are 15c per call untimed, STD calls are 10c per min, calls to Australian mobile is 30c per min, and IDD call rates starts from 5c per min.

To learn more or join this service, inquire with your local ISP or visit our website [www.broadbandphone.com.au](http://www.broadbandphone.com.au)

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**Note to Editor:**           Product test can be arranged  
  Phone Image available on request

**Media enquiries**  
Miranda Wong, Director  
Broadband Phone Pty Ltd  
02 9209 4619  
m.wong@BroadBandPhone.com.au

[www.broadbandphone.com.au](http://www.broadbandphone.com.au)