

## MEDIA STATEMENT

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### CLARINET LOWERS VoIP ENTRY BY 33%

Australian Voice over IP (VoIP) provider Clarinet is saving its customers even more money on phone calls. Clarinet's latest offering is a phone adaptor that saves customers significantly compared with what they could pay at their local retailer.

The phone adaptor is a digital telephone adaptor that converts analogue phone signals to digital so that it can be sent over your broadband Internet connection. To use VoIP, customers need a broadband internet connection, fixed line phone and phone adaptor.

The latest, basic phone adaptor (SPA-2100) includes a router and is provided by Clarinet for \$150. Other phone adaptors require an additional \$75 router, which increases the overall cost to \$225. A router allows customers to plug in both their phone adaptor and PC to their broadband connection. By having a router included, this latest technology phone adaptor lowers the entry into VoIP by \$75 or 33%.

Clarinet Director Greg Pennefather said that the phone adaptor is simply an enabling device and Clarinet wants as many people to be able to use VoIP as possible.

"We are not placing high margins on our latest technology phone adaptors by rebranding them with our label, because saving money for our customers is our priority. That's what VoIP is all about," Mr Pennefather said.

Another benefit of the phone adaptor is that you can take it with you, enabling VoIP wherever you travel, so long as there is a high speed Internet connection available.

"The phone adaptor enables a very mobile, fixed line connection," Mr Pennefather said. "It's getting smaller in size, too, which adds to its portability."

There are several types of phone adaptors on the market, and the technology in this area is moving rapidly.

Another phone adaptor that Clarinet offers is the SPA-3000, which increases the portability of VoIP services. It is provided by Clarinet for \$175, but is sold in some shops for \$230. Accordingly, Clarinet is saving its customers \$55 (over 20%). This phone adaptor allows customers to connect their phone to both Clarinet's VoIP service and to their traditional phone provider, enabling customers to dip their toe in the water of VoIP technology.

The other key advantage of the SPA-3000 phone adaptor is that by using any phone (mobile or fixed), customers can dial a number to connect to their phone adaptor, key in their password credentials and then call out using Clarinet's cheap VoIP rates.

For further Clarinet information, see:

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

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## **ABOUT CLARINET**

Clarinet Australia Pty Ltd was formed in 2004 as the Australian arm of Clarinet's US-based global network integration services company called ITC (see [www.itcglobal.net](http://www.itcglobal.net)).

Clarinet founders were among the pioneers of telephony and broadband ISP in Australia. Clarinet has offices in Perth, New York, Florida, Peru and Sydney and provides 24 hour-a-day coverage to clients across three continents.

Clarinet is based in Perth and launched its first commercial offering in February this year after entering the Australian VoIP market in December 2005.

To use Clarinet's service, customers need a broadband connection, a phone adaptor and a normal fixed telephone. With a Clarinet broadband telephone connection, you can call locally, nationally and internationally from a fixed-line phone.

Also, with Clarinet, customers are not locked into a contract and can pay from month to month, which provides customers with freedom and flexibility. This is particularly beneficial to customers given the price war that is starting to occur in the Australian telecommunications market.

### **About VoIP**

Goldman Sachs JBWere analysts are predicting internet telephony to become commonplace among mainstream users within one to two years, according to a report in the Sydney Morning Herald on 8 April 2006.

VoIP technology is booming worldwide. In the US, the biggest cable companies have halted expansion on traditional telephone services in favour of VoIP.

The corresponding drop in people using traditional telephony in the US is equally dramatic.

Australians are traditionally early adopters of new technology and VoIP will be no exception. Independent providers such as Clarinet offering state-of-the-art telephone services cheaper than traditional, cable phone services, are set to follow the US trend.

Awareness of VoIP in Britain and USA has increased to nearly half of the adults surveyed, according to a 2005 Harris Interactive survey reported in CRM Today, April 18, 2006.

It is predicted that by 2010, there will be 413 million broadband subscribers worldwide, according to In Stat research, reported by TMCnet, April 18, 2006.