

## Media Release

### The iiNet BoB is born

**28 February 2011:** iiNet, Australia's second largest DSL service provider, has today announced that a new all-in-one internet and phone solution, called iiNet BoB, will be available to its customers by April.

Created by [iiNet Labs](#), iiNet BoB combines everything the original BoB is loved for, including plug and play phone and internet with an even sleeker design and some extra special features.

Steve Harley, General Manager Business at iiNet said the development of iiNet BoB was the result of many months of research into what customers love about the original BoB and what else they wanted.

"We learnt a lot from the original BoB and after selling more than 70,000 units, we got a feel for what our customers are looking for when looking for an all-in-one home internet solution," Mr Harley said.

"BoB was the start of something new in Australia – combining the modem, router and handset in the one unit. It was a revolution and it's only natural that we would develop our own version with the same functionality but with our own finishing touches.

"iiNet BoB's handset has a full colour screen which makes it easier to use, it comes with built-in answering machine functionality and includes a parental control. With the future in mind, iiNet BoB is fetchtv compatible and will be ready to go when the National Broadband Network is rolled out.

"While a retail price for iiNet BoB is yet to be set, manufacturing the product ourselves means that we can offer the product at a more competitive price than ever before, giving more Australians the opportunity to enjoy iiNet BoB's style and functionality."

iiNet BoB will include the following features;

- ADSL2+ modem router supporting the latest 802.11n standards in wireless technology
- A sleek design that complements the suite of iiNet products available
- Handset with full colour screen and built in answering machine
- Dual VOIP capability to support two phone numbers from dual providers
- Powered by DECT and the latest cordless telephony CAT-iq for VoIP and other Internet-based services such as audio and video streaming
- NBN ready
- fetchtv ready



QUALITY ISO 9001  
FS 550231



**WINNER**  
Innovation – Large  
Company Award,  
*ACOMMS Communications  
Alliance & CommsDay  
Awards 2010*



National Large Business - iiNet  
WA Large Business - iiNet  
WA Service Excellence in a  
Contact Centre – Westnet  
*Customer Service Institute of  
Australia (CSIA)*



**WINNER**  
Carrier of the Year Award,  
Highly commended - iiNet's  
'work from home' program,  
*Australian Telecommunications  
Users Group (ATUG)*

A full list of current awards  
can be seen at [iiNet Awards](#)



“The introduction of iiNet BoB into our suite of products is part of our plan to grow our product development within iiNet Labs and set ourselves apart with an innovative offering combined with outstanding customer service,” Mr Harley said.



The iiNet BoB is born – a first look at the ISP’s latest product offering

For information on iiNet Labs or to express your interest in iiNet BoB visit [www.iinet.net.au/labs](http://www.iinet.net.au/labs)

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**About iiNet**

iiNet is Australia’s second largest DSL Internet Service Provider (ISP) and the leading challenger in the telecommunications market. We employ more than 2000 inquisitive staff across four countries and support over 1.3 million broadband, telephony and Internet Protocol TV (IPTV) services nationwide.

We’re a publicly listed company and we maintain our own super-fast broadband network. Our vision is to lead the market with products that harness the potential of the Internet and then differentiate with award-winning customer service.

To achieve this, we employ creative thinkers and true advocates of technology. Our people are a huge part of the iiNet success story, so we’ve developed a unique and stimulating work culture to ensure they remain engaged and inspired.

A lot has changed since our CEO founded iiNet in a suburban garage back in 1993 and the broadband landscape continues to evolve. What hasn’t changed is our passion for the transformative benefits of the Internet and our commitment to helping Australians connect better.