



Media Statement

BoB2 Update

27 April 2011: iiNet, Australia's second largest DSL broadband provider has today announced pricing and availability details of its new all-in-one Internet and phone solution, to be named 'BoB2'.

Created by iiNet Labs, BoB2 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 including built-in touch panel answering machine and fully-featured parental control.

Steve Harley, General Manager of iiNet Labs said the development of BoB2 was well advanced for a June 2011 delivery.

"The developers at iiNet Labs have been working on BoB2 for several months to ensure the unit works perfectly and meets our customers' future needs.

"Technology never stays still, and iiNet Labs has delayed the introduction of BoB2 to source cutting-edge handsets that we know our customers will love," Harley said.

Our new BoB2 handsets feature a full colour screen and the newest protocol in cordless telephony, CAT-iq, for improved quality sound and the future capacity to stream audio and video wirelessly.

BoB2 will be priced at \$279, which includes the premium handset. BoB2 will also be available for those signing up to any iiNet broadband plan for \$199 (on a 24-month contract). Additional handsets will be available for \$89 each. The current BoB sells for \$369.

"Developing and manufacturing BoB2 ourselves means that we can offer the product at a more competitive price than ever before. With more features at a lower price, we expect BoB2 to be very popular," Mr Harley concluded.

iiNet BoB will include the following features:

- ADSL2+ modem router supporting the latest 802.11n standards in wireless
- A sleek design that complements the suite of iiNet products available
- Handset with full colour screen and built in touch panel 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 and fetchtv ready.
- Designed to meet future needs, including IPV6 support.

BoB2 will be available on sale from June 2011. Express your interest in BoB2 by visiting www.iiNet.net.au/labs.

iiNet is giving away a BoB2 every day in May. To win, visit our Facebook page: www.facebook.com/iiNet.



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



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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.