Make yourself at home at iiNet

25 October 2012: The Minister for Broadband, Communications, and the Digital Economy, Senator Stephen Conroy, will today officially open the doors to the new iiStore, located underneath iiNet's Subiaco headquarters.

iiNet's Chief Executive Officer, Michael Malone, said the iiStore will give people the chance to play with iiNet products, ask questions and experience how iiNet can upgrade their home.

"The iiStore will bring our customers and the community into the iiNet world. It's a place where they can feel at home and can get to know us and our products in a casual, comfortable space," he said.

Senator Conroy will join City of Subiaco Mayor, Heather Henderson, at the event which celebrates another iiNet milestone.

"More and more people are coming to understand what the NBN can do for them. The hands-on experience the iiStore provides clearly demonstrates the benefits of the NBN in the home and for business," Senator Conroy said.

"iiNet has been growing steadily and when the space became available, we saw it as the perfect opportunity to expand, offer greater interaction for our customers and at the same time put something back into this very special community in which we do business," Mr Malone said.

The opening follows a period of significant growth for iiNet and the release of its best ever financial results earlier this year. The iiStore will showcase iiNet's ongoing customer-led product development, with a number of products created in the iiNet Labs set to be revealed over the coming months.

The first of these to be unveiled in the iiStore is Piix, which will be launched at today's opening. The unique digital photo frame displays photos sent via MMS and email so customers can instantly share photos with friends and family from wherever they are.

The centrepiece of the iiStore is the iiHome, complete with living room, kitchen, bedroom and even a white picket fence. Visitors can see and use the latest iiNet products, and iiNet's Techii team will be on hand to answer questions. Visitors can also catch a glimpse of the iiNet network in real time, with the newly-relocated Network Operations Centre visible from inside the iiStore.

The iiStore development was headed up by design and construction management company Valmont, who drew inspiration from iiNet's Perth headquarters, redesigned in 2009. The multifunctional iiStore extends the iiNet office and can be found on the ground floor of 502 Hay Street, Subiaco, Perth.

- ENDS -

To view a selection of photos from the iiStore visit
https://www.dropbox.com/sh/ibmhqkdvf8gw6ps/Bm3FYdc0yZ

For further information, please contact:
Jane Humphries/Suzi Jose
Communications – iiNet Group
Ph: +61 8 9214 2210
Mobile: 0414 632 130

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 2,000 inquisitive staff across four countries and support over 1.7 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.

A full list of current awards can be viewed at iiNet Awards
http://www.iinet.net.au/about/awards.html