

## PRESS RELEASE

### **Smarter Hello: Hoiio, the World First Integrated Call Back Telephony Service**

Hoiio, the Smarter Hello – Not merely saving costs; No headsets, no PINs, no Wi-Fi, no contact number memorizing and no outgoing call costs.

Singapore, 17 June, 2008 – Hoiio, the first to provide three different channels that can access long distance calling application – via Hoiio mobile, Hoiio Web or Hoiio access number. No headsets, no PINs, no Wi-Fi, no contact number memorizing and no outgoing call costs required to access these three channels.

Hoiio automatically detects and converts an outgoing call into an incoming call. Hoiio Mobile users can make long distance calls and send text message across service boundaries directly from their contact list with the mobile software application – supported by majority of mobile phones, installed on their mobile phone. Within Internet coverage, users can opt to call or text via Hoiio Web by simply keying in the destination number. The Hoiio access number can be reached anytime without any software or Internet access.

Alongside communication technologies that eliminate Internet access, Hoiio further advances this calling tool with integration solutions – the First in the World – enhancing users calling and texting experience across geographical boundaries. With this development, Hoiio provides three main benefits to users – Better Calling Experience, Beyond Calls and Budget Calls – 3Bs.

“Consumer needs and experiences are our priority. Hoiio is the first solution in the market that gives a seamless experience to make cheap long-distance calls,” said Ong Kok Choong, Teliwave’s CEO. Calling should not be troublesome. With Hoiio technology, users enjoy greater flexibility, mobility and seamlessness without changing their way to make a call!

Additionally, users can customize their call settings with Hoiio's personalization tool such as utilizing Hoiio for international calls only.

Hoiio technology is not restricted to mere call placement but also includes Short Message System (SMS) under its ambit. Such a value-added service is currently not available in other similar technologies. Coupled with reasonable rates, Hoiio’s Call Back service further reduces calling costs and increases efficiency by riding on the Free Incoming Call.

Hoiio is not merely about costs reduction, it is everything smarter! The current VoIP market is competitive but Hoiio technology further amplifies the integrated nature and possibilities into the current market. A free SGD\$1 credit will be given to newly signed-up users.

Hoiio will be launched during CommunicAsia 2008, held from 17 to 20 June 2008 at the Singapore Expo. Given the strong public and media exposure of the event, this will be the best stage to launch Hoiio. Global marketing plans are currently being developed. However the immediate key focus will be directed towards expanding its reach in the South East Asian and East Asia region.

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About Hoiio:

Hoiio is a smarter communication service that allows users to dial any number directly from their contact list within their mobile phones at low rates. With its suite of solutions – Hoiio Mobile, Hoiio Web, and Hoiio Direct; anyone can initiate calls directly from their mobile phone, fixed lines, or Internet. Registration to Hoiio is free and new users will be given free trial credits of SGD\$ 1. For more information please log on to [Http://www.hoiio.com/H](http://www.hoiio.com/H) or send an SMS “HELLO” to +6582777789.

About Teliwave Pte Ltd:

Teliwave Pte Ltd was incorporated in Singapore on April 2007 and has established itself to be an innovative and revolutionary company. Teliwave Pte Ltd aims to provide users with useful and inventive technologies that connects people and services, regardless of devices or networks, in a seamless integrated communication environment. Its products are READYSNAP ([Hwww.readysnap.comH](http://www.readysnap.com/H)) and Hoiio ([www.hoiio.com](http://www.hoiio.com))

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If you would like to have further information on these topics, or to schedule an interview, please contact Made Adi at +65 92719590 or via e-mail to [made@teliwave.com](mailto:made@teliwave.com)