

HOIIO FEATURED UNDER IDA SINGAPORE SHOWCASE



Hoiiio promises hassle-free long distance calls

Singapore's Teliwave (www.teliwave.com) has introduced an integrated call back telephony service that provides users with three channels to access long distance calls without having to use any headset or WiFi connection, without having to remember any PIN or contact number, and without incurring outgoing call costs. The three channels are Hoiiio Mobile, Hoiiio Web and Hoiiio Direct.



Hoiiio was designed to minimise frustrations in making long distance calls or SMSes.

Hoiiio (www.hoiiio.com) is a callback service that automatically detects and converts an outgoing call into an incoming call. Hoiiio Mobile users can make long distance calls and send text message across service boundaries directly from their contact list with the mobile software application that is installed on their phone. According to Teliwave, the application is supported by a majority of mobile phones.

If they have access to the Internet, users can opt to call or text via Hoiiio Web by simply keying in the destination number. Users can also make use of an Address Book to store their contacts in Hoiiio Web under the user's personal account, to enable calls and SMSes to be made from the Web. The third channel, Hoiiio Direct, can be reached using the Hoiiio access number, without any software or Internet access.

According to Teliwave, Hoiiio was designed to minimise consumer frustrations involved in making long distance calls or SMSes. It offers users the flexibility to call from a mobile phone (Hoiiio Mobile), the Web (Hoiiio Web) or via a Hoiiio access number (Hoiiio Direct).

"Consumer needs and experiences are our priority," said Teliwave's Chief Executive Officer Mr Ong Kok Choong. "Hoiiio is the first solution in the market that gives a seamless experience to make cheap long distance calls."

Users are also able to decide on the call settings with the Hoiiio personalisation tool. For example, they can choose to use Hoiiio for international calls and the main operator for domestic calls.

Apart from offering cheaper rates, Hoiiio technology also allows for the conversion of outgoing calls into free incoming calls, translating to an overall cost savings for the user, said Teliwave.

Reference dated July 2008: <http://www.ida.gov.sg/InSG/Jul08/sgs.html#sgs3>