

**PRESS RELEASE**

**HOIIO BUSINESS MOBILITY DELIVERS HASSLE-FREE  
SAVINGS FOR ENTERPRISES**

*No PINs, No Prefix, No Dialling codes*

*Just savings of up to 80% – without changing the way you call*

**15 October, 2009 [Singapore]** - Hoiio's new Business Mobility solutions end the frustrations and hassles that have stood in the way of companies enjoying massive savings on their mobile phone and international calls.

Using breakthrough Singaporean technology, Hoiio Business Mobility is the world's easiest way for businesses to save up to 80% of their mobile phone bills – without having to change the way they make their calls.

Gone are the frustrations of having to enter special dialling codes, remembering PIN numbers or having a new number assigned to each international contact. It is a hassle free solution that once installed gives the mobile user the flexibility to have every call made using Hoiio or to select when Hoiio is used.

Hoiio was developed by Singapore technology firm Teliwave Pte Ltd, with the support of SPRING Singapore's Technology Enterprise Commercialisation Scheme (TECS). Chief Executive Officer of Teliwave, Mr Ong Kok Choong said Hoiio Business Mobility was designed to give every employee a better user experience and every company costs savings on its communications.

## PRESS RELEASE

“Most businesses understand the savings they can get from using a ‘Call-back’ system. The obstacle has always been to get the mobile employee to use the service. Many employees balk at having to enter PIN numbers or edit their contact list to add special dialling codes and prefixes.”

“Hoiio Business Mobility makes the experience hassle free. Now the employee can dial any number - local or international – directly from their contact list. So there is no need to change the way the call is made. With Hoiio you make the call and save – it’s that simple.”

“Mobile and IDD charges are a major cost to businesses as many companies have an overseas presence and a mobile workforce. Figures from the IDA Singapore<sup>1</sup> show these costs will continue to grow – unless they switch to a service like Hoiio. Hoiio is the natural choice for companies wishing to save money as it offers the easiest and most seamless user experience,” Mr Ong said.

The key benefits of Hoiio Business Mobility include:

**Seamless calling** – No PINs, prefixes or special dialling codes in order to save money on each call. Once the Hoiio application is installed on a mobile phone, you just select the number from your contact list or dial it like you normally would.

**Lower Costs** – Save up to 80% on local calls, international calls and SMS. No more expensive mobile air time, pricey IDD rates or roaming charges. Your calls will be routed through Hoiio and you can start enjoying premium voice quality and lower mobile phone bills immediately.

---

<sup>1</sup> Source: IDA Singapore - publications - Statistics on Telecom Services for 2009 (Jan - Jun)

a) 3G subscription grew from 2.52M (Jan) to 2.74M (Jun)

b) total number of outgoing retail international telephone call minutes including transit grew 763.66m (Jan) to 801.52m (Jun)

## PRESS RELEASE

**Works with existing phone systems** – Hoiio Enterprise uses a hardware mediation server to integrate with your existing IP-PBX system. This means IP-PBX features such as free On-Net calls and extension dialling can be extended to mobile phones. Alternatively, you can use the Hoiio Office service which is hosted independently of your existing phone system. So with either solution, there is no need to invest in new communications infrastructure in order to reduce your communication costs.

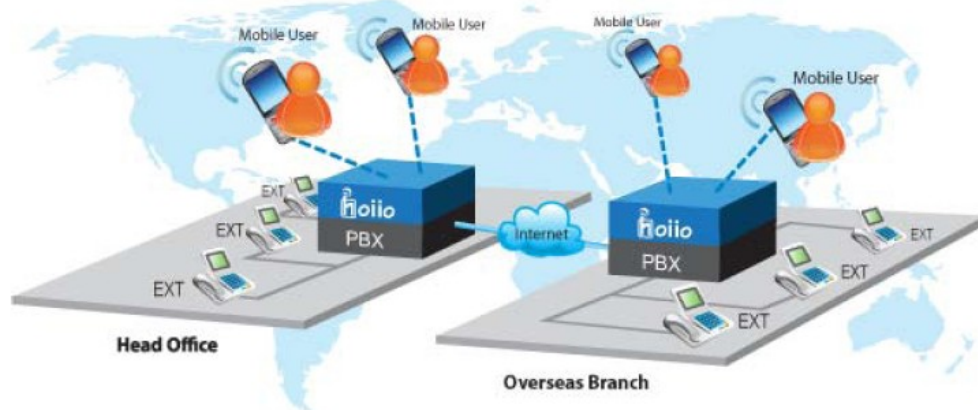
**Powerful Administrative Tools** – Along with the massive savings, companies will benefit from Hoiio's administrative tools which improve your team's productivity. The web-based system lets you manage mobile user accounts, monitor usage, view call logs, export usage report in CSV format and import it into your organisation's accounting system easily – and all in real time. So you can see how much you have actually saved with Hoiio every month!

**Caller ID** – Your contacts will see your number each time you ring, unlike other services where an unfamiliar number appears on the recipient's phone. With Hoiio you can be confident you will not miss a business opportunity due to the recipient declining to answer an unknown number.

Hoiio Business Mobility offers two solutions targeted at companies with different communication needs:

**Hoiio Enterprise** – Now with Hoiio Enterprise, companies can add the missing link to their office telecommunication system by extending the benefits and advantages of IP-PBX to mobile phone users. The benefits include free On-Net calls to regional offices, the convenience of direct extension dialling from your mobile phone as well as enormous cost savings.

## PRESS RELEASE



**Hoio Office** – For companies with a mobile workforce and who would like to enjoy high cost savings on mobile and IDD usage without having to integrate their existing communication infrastructure. Hoio provides a superior seamless experience for users with its hassle-free dialling.



CONTACT: Lorraine Chua  
Rubicon Consulting  
Tel: +65 6465 3028  
Mob: +65 9819 9151  
[lorraine@rubicon.com.sg](mailto:lorraine@rubicon.com.sg)

Timothy Leong  
Head, Sales and Marketing,  
Teliwave Pte Ltd  
Tel: +65 6591 8611  
Mob: 98738877  
[timothy@teliwave.com](mailto:timothy@teliwave.com)

## PRESS RELEASE

### **ABOUT TELIWAVE**

Teliwave is an innovative technology company that specialises in mobile telecommunication solutions. The company was incorporated in 2007 by its founder and CEO, Mr Ong Kok Choong. With strong research and development expertise, the company's goal is to create useful technologies that connect people and services in a seamless integrated communications environment.

Headquartered in Singapore, Teliwave's principal product is the Hoiio suite of services. Hoiio is a smarter way for people to stay in touch with the family, friends and business contacts. Using a process known as call-back, Hoiio allows the user to dial any number – local or international – directly from the mobile phone's contact list or call register. This seamless interface is a major breakthrough for companies and individuals wanting to save money on their telecommunication expenses as it does away with the need for PIN numbers, prefixes and dialling codes. Teliwave's technology is protected by two patents in IP network based unified communications systems.

In June 2009, Teliwave was awarded a grant to commercialise its technology by SPRING Singapore under the Technology Enterprise Commercialisation Scheme (TECS). Teliwave was one of 21 companies awarded the grant, out of a total of 226 applications. The grant was awarded based on the commercial potential of the product, scientific and technical strengths, cost-effectiveness and the impact it will have on the community.