

## Media Release

### BoB2 is here... and we mean it this time!

*We're proud to announce the arrival of BoB2  
And deep down we know you are too  
We've put him to the test, and he beats the rest  
He's finally here, let's give him a cheer  
As our new all-in-one phone and Internet has turned it up a gear*



**6 July 2011:** iiNet Labs, the research and development division at iiNet has today released its latest creations - BoB2 and the iiNet Wireless Bridge - to new and existing customers.

The highly anticipated BoB2 is the latest all-in-one Internet and phone solution that combines everything the original BoB is loved for with some extra special features of his own including an in-built answering machine, colour handset screen, secure wireless and an even sleeker, sexier design.

The iiNet Wireless Bridge, as the name suggests, bridges the gap between any BoB modem and a fetchtv set-top-box. It enables fetchtv to be streamed around the house without the need for cables or rewiring.

Steve Harley, General Manager of iiNet Labs, said the addition of BoB2 and the iiNet Wireless Bridge will provide customers with even more choice.

"More than 4500 customers told us what they wanted from a modem router and BoB2 is the result. I don't know the word for better than awesome, but BoB2 is it," Mr Harley said.

BoB2 is available to new and existing iiNet customers for \$279 or \$199 on a 24 month contract while the iiNet Wireless Bridge is \$119 for a pair.

For more information on iiNet Labs, visit [www.iiNet.net.au/labs](http://www.iiNet.net.au/labs).

– ENDS –

#### For further information, please contact:

Anthony Fisk or Jane Humphries  
Communications  
iiNet  
08 9214 2210 or [media@staff.iiNet.net.au](mailto:media@staff.iiNet.net.au)



**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](http://iiNet Awards)



<p style="text-align: center;"><b>iiNet BoB2™</b></p> 	<p style="text-align: center;"><b>iiNet Wireless Bridge</b></p> 
Features	Features
ADSL2+ modem router with latest 802.11n wireless	Supports multicast point to point HD video streaming
CAT-iq support	Fetchtv ready
Dual line VOIP	Industry's highest performance 802.11 5 GHz wireless frequency
Sleek handset specifically tuned to iiNet base station	Single touch push button with Wi-Fi protected setup to connect adapters
Fetchtv ready	iiNet Wireless Bridge technology detects and adjust for interferences from other devices to ensure a smooth wireless connection
NBN ready	Compatible with all iiNet BoB modems and supported for use with fetchtv
USB ports for charging and external hard drive storage	

**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.