

Azure Wireless releases early usage patterns

Azure Wireless, the leading Australian provider of wireless Internet access, has revealed usage of its Wireless Hotspots increased by 300 percent over the past month, with many users logging on daily, particularly between 2-5pm on weekdays. Early usage patterns indicate users are spending approximately 30 minutes per session and are primarily accessing corporate email. Repeat users are already emerging with some users averaging twice per week over the course of a month.

Evidence obtained by Azure Wireless suggests two of the highest usage groups to date have been consultants and real estate professionals.

"Consultants have been using the service between client meetings to gain access to high speed email as opposed to slow dial-up access at their client sites. It also appears that real estate professionals are using the high speed nature of the service to download multi-media presentations on potential properties to demonstrate to clients during meetings held in cafes," said David Gold, CEO and founder of Azure Wireless.

David continues: "The launch of Intel's new wireless computing platform, the Centrino, has significantly boosted the use of wireless Internet access from Hotspots all around Australia. This will continue for the foreseeable future as the majority of new laptops and PDAs are shipped already wireless enabled."

"More than 75 percent of users to date have been casual users paying for access using their credit card or a prepaid card, however, we expect this to decline significantly over the next six months as users look for the most cost effective and convenient access - purchasing it through their existing ISP which in most cases are Azure resellers".

Working closely with Intel, Azure Wireless is part of a joint marketing alliance that actively promotes high speed internet services and the Centrino. A number of campaigns will target customers of Azure's accredited resellers, business travellers and users of wireless-enabled laptops and PDAs.

Further demonstrating its commitment to the deployment of wireless Internet access, Azure Wireless has launched the first Hotzone in Australia. The Hotzone enables users to access Azure Wireless' service from more than 50 venues in the business district of South Yarra. This takes in the Jam Factory and Como Centre and a number of popular locations on Chapel Street and Toorak Road.

Azure's services can now be accessed from more than 100 venues across Australia. With a network now up and running in Sydney's CBD, high-speed wireless internet access is available from a number of new high profile venues including Jackson's on George, Plato's on Pyrmont and Caffe Capriccio on Kent Street.

As a result of a series of global roaming agreements, most recently iPass' global virtual network, Azure Wireless enables both local and international corporate subscribers to securely access the Internet and corporate email accounts via a high-speed broadband network at Azure Wireless Hotspots.

"The recent up-take of wi-fi services in Australia has been further signified by iPass' global roaming broadband initiative, with a rollout of over 1000 Hotspots worldwide. In Australia, iPass users can access the service from all 100 of Azure's venues. Our partnership with iPass further demonstrates our strategic plan to provide high speed wireless Internet access to both local and overseas mobile workers who need connectivity in Australia," Gold concludes.

In addition to iPass, Azure Wireless has global roaming agreements with Boingo in the USA, 5G in Singapore plus a partnership with Primus Telecom's local Internet Service Provider, iPrimus, enabling Australian subscribers to access the service using their existing Internet account.

About Azure Wireless:

Azure Wireless is a privately owned company headquartered in Melbourne. It is the leading provider of the latest wireless technology 802.11 or "WiFi" and operates a network to provide high-speed wireless access to the Internet and corporate networks from a rapidly growing number of public venues.

Further information on Azure Wireless is available at www.azure.com.au