



NetComm's MyWay wins Australian Business Award for best value product

27 July 2011 (Sydney): The NetComm Limited (ASX: NTC) MyWay 3G WiFi Router with Voice (3G8WV) was named winner of the 2011 Australian Business Awards for best value product.

The Australian Business Awards challenges the full spectrum of private, public and non-profit sector organisations in Australia through its comprehensive business and product award categories.

Now in its sixth year, the Australian Business Awards program recognises organisations that demonstrate the core values of business excellence, product excellence, corporate responsibility, sustainability and commercial success in their respective industries. A total of 103 recipients were honoured from the 928 organisations that participated in the 2011 Awards.

The NetComm MyWay is one of the first Australian routers to provide high-speed Internet connectivity and voice calls for multiple simultaneous users on a single 3G/HSPA mobile broadband account. The MyWay was recognised as the best value product in its category for providing a secure and easily transportable office-in-a-box solution that maximises a single 3G data account while avoiding the expense of fixed-line rental, or the costly installation of telecommunications cabling.

The MyWay fulfils the role of connecting multiple wireless and wired devices to a single broadband connection. With the inclusion of a voice port, users can also utilise this connection to make and receive phone calls wherever 3G network coverage exists. Users will also benefit from the freedom to select an Internet Service Provider best suited to their budget and overall communication needs.

David Stewart, NetComm's Managing Director, said, "We are pleased to have been recognised for our commitment to developing advanced broadband technologies that offer true value for consumers. The MyWay exemplifies our understanding of the end-user experience and our long-standing reputation for making innovative technologies accessible to everyday consumers."

"The MyWay gives personal and business users the flexibility to move all communications equipment to virtually any location using any ISP without incurring the costs of a fixed-line connection," says Mr Stewart.

The MyWay offers distinct benefits to homes and offices with poor or fragmented mobile phone reception, and is a convenient solution for coverage issues in temporary premises.

Tara Johnston, Program Director of the Australian Business Awards, said the standard of entries for 2011 was a testament to the strength and resilience of the Australian economy.

Australian businesses continue to adapt business processes, invest in product development and develop dynamic e-business initiatives that increase productivity and quality standards for all. The Australian Business Awards provide a welcome opportunity for organisations committed to business and product excellence to receive recognition throughout their respective industries for driving positive business outcomes, said Johnston.

We are proud that the Awards continue to promote the key values in the workplace which foster a vibrant organisational culture and encourage enterprise, product innovation, service excellence, marketing excellence, environmental sustainability and community contribution. We would like to congratulate all the 2011 winners for achieving exceptional results within the respective award categories.

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About NetComm Limited

NetComm Limited (ASX:NTC) is a leading developer of innovative broadband products for telecommunications carriers and ISPs worldwide.

Specialising in fixed and mobile broadband technologies, NetComm customises products to successfully deliver the performance capabilities of world-leading carrier networks to home, business and industrial applications. Customer premises Equipment (CPE) and Edge technologies are specifically designed to extend a reliable connection to fringe service areas globally. For 29 years NetComm has engineered a solid portfolio of world-first data communication products and is today a world renowned developer of HSPA+, LTE, machine-to-machine (M2M) and fibre access devices. Headquartered in Sydney, Australia, NetComm has offices in New Zealand, Canada, Middle East and Europe. For more information about NetComm visit: www.netcomm.com.au