

3 goes wi-fi with 3Spot



3 turns mobiles into hotspots in partnership with Joiku via a new 3Spot Wi-Fi application

Sydney, 31 March 2009: 3 today launched its 3Spot Wi-Fi application for business and consumer customers. The 3Spot application is a downloadable application that turns compatible handsets into mobile wireless hotspots at the click of a button, making mobile broadband even more accessible, affordable and flexible for customers.

Available from today via the 3 Apps Store on Planet 3, the 3Spot application installs quickly and easily onto any compatible Wi-Fi enabled handset. When activated it creates a secure mobile hotspot within a radius of 10 metres of the device. This allows customers to connect their Wi-Fi enabled devices such as laptops, PCs, smartphones and the iPod Touch to the Internet quickly and securely without the need for cables or a clunky USB set-up procedure.

With 3Spot, business customers can use their laptops to access the web, email as well as secured Internet sites and corporate networks on-the-go, helping small business owners and operators improve productivity and stay connected while out of the office. In addition, the application is made secure by using Wired Equivalent Privacy (WEP) encryption, so customers' 3Spot connection is protected.

Customers can also share their 3Spot connection with other Wi-Fi enabled devices which can connect to the hotspot simultaneously. In this way 3 customers can share their mobile broadband with friends and colleagues, ensuring they get the greatest value from their X-Series data allowances.

"In 2008, 3 reported growth in mobile broadband services of more than 169%. This growth has highlighted the appetite for data on demand and for more flexible and portable mobile broadband solutions," said Noel Hamill, 3's Director, Sales, Marketing and Product.

"We see secure Wi-Fi access that is easy to activate and can be shared across multiple users as the next development in the mobile broadband cycle. For those customers keen to experience its benefits, the 3Spot application will meet their needs, on their existing handset with their existing X-Series package."

Pricing and Availability:

The 3Spot application is available today for a one-off fee of \$10.

It is offered in addition to 3's X-Series \$20 Ultimate pack which comes with 1GB of data. Customers subscribed to the X-Series pack use this data allowance to access the Internet and can track usage via My3.

The full 3Spot handset compatibility list is available at www.three.com.au/3spot

3Spot is powered by Joikusoft's JoikuSpot technology. For further details visit www.joikusoft.com

About 3

3 is Australia's first 3G network and provides services to more than 2 million customers in Australia. Since launch in 2003, 3 has been servicing businesses with great value voice and data services as well as innovative tools like Mobile Broadband, Business Shared Caps, Mobile Email and other business services and content in 3's Broadband Zones.

Three facts about 3:

- > 3 launched Australia's first 3G mobile network in April 2003, now fully HSDPA enabled, and has over 2 million customers in Australia and 19 million customers worldwide. 3 was also the first operator to launch cap plans in Australia in 2003.
- > During 2008, customers generated 199 million internet access and Planet 3 events and 68% of 3's customers paid for these services each month.
- > 3's Broadband Zones are available in most parts of Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra and the Gold Coast. We reach 96% of Australians with Talk, SMS, MMS, IM and Email. In the first half of 2009, 3 will provide customers with access to 3G services in areas covering 96% of the population.

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