



Media Release

iiNet introduces BoB Lite into the family

14 December 2010: iiNet, Australia's second largest DSL service provider, has today launched BoB Lite™ – the first product to be developed by the company's research and development division, iiNet Labs.

BoB Lite, an alternative to the BoB phone and Internet solution, combines the technology required for setting up a home or small business network with a sleek, wall mountable or stand alone design, and will have you online in just minutes.

Unveiled last month, iiNet Labs brings product development in-house and gives iiNet greater control over products and services while responding to customer feedback.

Stephen Harley, General Manager Business at iiNet, said BoB Lite represents the start of a long list of innovative products in the pipeline for development at iiNet.

"BoB Lite gives our customers more choice when selecting the right hardware solution for their home or business network. Not only does BoB Lite look great, it's affordable, supports WiFi and 3G and can connect with all your other devices, including fetchtv," Mr Harley said.

"Just like BoB, BoB Lite is VoIP friendly so, if you already own a phone handset, you can take advantage of the great value calls available via a Naked DSL broadband connection.

"We are really looking forward to introducing BoB Lite to our new and existing customers. For just \$69 on a 24 month contract, BoB Lite offers incomparable value to what else is out there in the market. It's a great addition to the iiNet family."

For more information on iiNet or BoB Lite, visit www.iinet.net.au



BoB Lite (right) pictured with Fetch TV box

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](#)



BoB Lite™ Feature list	
Feature	Benefit
TR-069 compatible	Easy to set up plus automatic upgrades
11n wireless capacity	Use wirelessly around the home
FetchTV compatible	Future proof - no need to update for future technologies
VoIP compatible	Access to cheaper phone calls over the internet
Compact, modern design	Easy to display – plus looks great!
USB charger	Charges USB devices such as mp3 players and mobile phones
Easy WiFi setup	Hassle free connectivity throughout the whole house

– ENDS –

For further information, please contact:

Anthony Fisk or Jane Humphries

Communications

iiNet

08 9214 2210 or media@staff.iinet.net.au

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.