

## Media Release

### iiNet Labs nails its first global export market

**15 July 2011:** iiNet Labs, the research and development division at iiNet, has made a move across the Tasman having sealed its first export contract with Orcon, New Zealand's fastest growing telecommunications company, on-selling its product range to its customers.

iiNet's BoB2 has been adapted for the Kiwi market and will be available to Orcon customers as the *Orcon Genius* from 20 July, 2011. iiNet Lab's other products will be tailored and made available for purchase in the coming months.

CEO of iiNet Labs, Steve Harley today indicated that the company was on the hunt for other export opportunities.

"Orcon are the first export contract for us and we look forward to exploring more opportunities of this kind. The advantage we have as an ISP is that we know exactly what the product should do and how it should perform," Mr Harley said.

"We have been working with the team at Orcon to develop something that will work in both markets - from both a technology and product point of view. We're both really happy with the outcome."

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

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#### 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.



QUALITY ISO 9001  
FS 550231



**WINNER**  
Partnerships for Growth  
(iiNet & fetchtv) and  
Communications  
Ambassador,  
ACOMMS Communications  
Alliance & CommsDay  
Awards 2011



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](#)



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.