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UNWIRED BOOSTS APPEAL TO SMALL BUSINESS USERS

Unwired adds retail partner, online services and launches Optimiser software network-wide.

Unwired today announced the addition of retailer Harris Technology to its retail partner line-up and launched its new online fax, SMS and text2voice services – uFax and uSms. The online services, provided by Newsnet, will allow Unwired customers to send and receive faxes without the need for a phone line, as well as send SMS messages over the Unwired network to any phone number worldwide, and text2voice messages to national phone numbers.

“The launch of uFax and uSms services, as well as the addition of major retailer Harris Technology, increases Unwired’s appeal, particularly to small office home office (SOHO) users,” said Unwired CEO, David Spence.

“Unwired’s uFax service will give consumers and SOHO owners the ability to run their business without a traditional fax machine, effectively making the phone line into the home or office redundant. In fact, it’s something they are demanding, with more than 45 and 60 per cent of Unwired customers wanting online fax and SMS services respectively,” added Spence.

Newsnet CEO, Jitto Arulampalam said, “the partnership between Unwired and Newsnet will provide a range of simple, cost effective communications solutions that are giving consumers and small business operators the power to break free of expensive, legacy, fixed line services”.

The announcement also coincided with the network-wide release of Unwired’s free Optimiser software. The software, supplied by Venturi Wireless, improves the way data is transferred over Unwired’s network – resulting in improved performance for web browsing and streaming of audio and video.

“Initial feedback on Unwired’s Optimiser has been terrific, with customers seeing a noticeable improvement in their service. Unwired Optimiser is also having a positive impact on the network, making best use of its resources,” said David Spence.

The addition of Harris Technology, a member of the Coles Group, will increase Unwired’s retail network to more than 150 stores across Sydney and Melbourne, with Unwired’s Wireless Card and Modem sold via Harris Technology stores and its online shop, from the end of February.

Further details relating to Unwired’s retail partners, Optimiser software, as well as uFax and uSms services are available on the Unwired website, www.unwired.com.au.

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