

Intelli-Call Targets £1 billion of Annual Cost Savings on Over-Priced Mobile Calling and Messaging Services

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Press Contact:

Emily Farrell

Rainier PR

0207 494 6573

efarrell@rainierpr.co.uk

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LONDON, UK -- 2 February, 2005 -- Intelli-Call, a new UK based mobile technology company, is planning to introduce a range of innovative applications that promise to offer mobile users huge savings on services such as international calling, international roaming, calling cross-network and text messaging whilst maintaining the ease of use expected by mobile users. The company believes that its products could produce a saving on the nation's "mobile bill" of at least £1 billion per annum, based on OFCOM market information.

Nick Hancock, CEO, Intelli-Call said "The advances in mobile technology over recent years now mean that we can create products that will enable users to bypass the mobile operators and access fixed line or internet based services at far cheaper prices, all via a superb user interface. The days when mobile operators can get away with charging such high prices on these services are numbered."

Intelli-Call's first product to come to the market will address the opportunity around international calling. The product has been licensed to BT in the UK market and is currently in its trial phase under the name BT Callwise.

BT Callwise offers mobile users up to 95% savings on international calls from the UK. It works through the use of a free software application that users download onto their phone. Users then access their phonebook normally to make a call and the software automatically routes international calls via the BT fixed line network thus bypassing the high prices the mobile operators charge.

Very substantial savings can be made. For example, a six minute call to Australia for a user on an O2 contract would normally cost £5.94. Using BT Callwise it would cost them as little as £0.30, a saving of 95%.

In addition to the low call prices, the BT Callwise product offers users the additional benefit of being able to see the cost of a call both before and after a call is made. They can also see a record of their international call history and costs if they wish, all directly from the phone.

Nick Hancock, CEO, Intelli-Call, "Many mobile phones users are shocked by the size of their mobile bill each month. The mobile operators have historically been poor at providing users with cost transparency on

their services. The BT Callwise product provides full price visibility as well as the huge savings. Our objective is to ensure that mobile users are never unpleasantly surprised by their bill.”

Details of the BT Callwise trial are available from www.bt.com/callwise .Any UK users of Nokia and Sony Ericsson smartphones can download and use the software now.

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About Intelli-Call

Intelli-Call is an innovator in mobile handset-based products. Based in London, UK it was founded in 2003 to develop products to dramatically reduce the cost of mobile services including international calls, roaming, cross-network calls, and international text messaging. Intelli-Call's first product, BT Callwise is currently in beta trial by BT and enables mobile phone users to cut the cost of international calls from a mobile phone by up to 95 per cent. For further details check www.intelli-call.com.