



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

### **iPhone goes VOIP**

**GoIP International is first company to launch an iPhone VoIP in a Box solution to Telecom Service Providers**

COPENHAGEN, DENMARK, SEPTEMBER 4<sup>TH</sup>, 2008

***GoIP International launches an iPhone VoIP in a Box platform with highly advanced VoIP services, as a complete private label solution***

As the iPhone is expected to be sold in 70 countries before New Year, GoIP International has during the past many months created an amazing VoIP product for the growing iPhone success. Estimated market is currently over 10 million iPhone 2G and 3G users, which is expected to grow to up towards 45 million users at end of 2009 according to analyst PiperJaffray. Currently Apple produces 800.000 new iPhone devices weekly.

The iPhone has already revolutionized the way we use mobile communication. GoIP International sees a great growth potential for service providers to offer their own complete iPhone VoIP service as an add-on to their existing telecommunication portfolio, or needs a stand-alone solution to enter into the new wave of advanced communication services.

GoIP's iPhone "VoIP in a Box" platform enables Telecom Service Providers to offer a set of unique VoIP services to iPhone users. The unique services includes, free calling between iPhone users, VoIP calls via Wi-Fi, location based service access, utilizing the built in GPS, using existing mobile number as caller ID on outbound VoIP calls, auto top-up of account, controlling multiple rate plans, multilingual front- & backend system.

As an example, ISP's could add additional services like locating their nearest hot spot to access their VoIP service, or use the GPS for other location based services via the GoIP iPhone client - when information becomes available.

Each customer with an iPhone and the GoIP VoIP application will be able to travel the world and access a multitude of services on the fly - customized to each Service Providers wish and desires.

GoIP International has recently been approved as an official Apple Developer, and can assist Service Providers in launching their customized iPhone VoIP services on the successful App Store, which in the first 30 days, had over 60 million Application downloads, and is averaging US\$ 1 million in sales a day explains Ivan Solvason, Founder & CEO.



The GoIP International “VoIP in a Box” platform is a proven VoIP platform that has been in commercial operation for more than 4 years and can be provided as a turnkey solution incl Hosting (ASP model) or integrated with existing Service Providers telecom infrastructure.

### **About GoIP International ApS**

GoIP International is a global groundbreaker in delivering complete private-label VoIP systems for prepaid and post paid Voice over IP for the consumer and business market. GoIP International has successfully implemented VoIP systems for global carriers, ISPs, Internet portals, call shops, and mobile phone companies. More information can be found at [www.goipint.com](http://www.goipint.com)

GoIP International:

Ivan Solvason  
Founder and CEO  
Direct: +456960001  
Mobile: +4531122707  
iPhone: +4528909055  
[is@goipint.com](mailto:is@goipint.com)