



## Truphone Gives Apple iPad Owners A Voice

*Turns Apple's new tablet into a Phone*

**London, 3<sup>rd</sup> April 2010** – Truphone, the global mobile operator, today announced the availability of its application that offers thousands of Apple iPad customers the ability to make voice calls. The company's [award-winning](#) VoIP application turns the tablet sized device into a mobile phone that offers free or low-cost international calls, as well as advanced Instant Messaging features which integrate a user's contacts from across multiple IM networks.

Truphone was the first to officially launch a mobile VoIP calling application for Apple's iPhone and iPod touch platforms and the company continues to lead the way with the launch of Truphone for iPad.

The Truphone iPad application offers customers free calling to other Truphone and Google Talk users when connected over Wi-Fi, and international calling to mobile phones and landlines for as low as 3 pence a minute. Truphone also offers an unlimited calling plan and free voicemail.

The application also provides a combined Truphone and IM contacts list showing on-line status and presence, together with an innovative, multi-chat IM interface for AIM, Google Talk, and MSN users – allowing customers to easily stay on top of their contacts list without opening multiple windows.

“Analysts estimate that Apple pre-sold more than 150,000 iPads on its first day, with 2010 sales on track to hit 4 million,” said Geraldine Wilson, CEO of Truphone. “Every device includes Wi-Fi, and soon, 3G connectivity. That makes them a natural fit for Truphone, which has a long history of giving the iPod Touch and iPhone a broad range of new options for staying in touch. We're excited by the opportunity to extend that suite of convenient, dependable, high-quality voice functionality and IM services to iPad owners.”

Truphone offers a consistent, high-quality calling experience through use of innovative software and premium voice-routing partners.

## **About Truphone**

Truphone provides people with international lifestyles unique, borderless phone services that simplify communication and dramatically reduce the cost of roaming and global calling.

Founded in 2006, the company uses innovation to drive convenience up and costs down. Truphone firsts include: downloadable apps that enable smartphones and other mobile devices to make free calls over WiFi networks; intelligent SIM-based technology that make every call local; and more.

The company's flagship product, Truphone Local Anywhere, brings an end to international travellers' need to carry multiple phones or SIMs for each country. Using a patented, intelligent SIM, the Truphone Local Anywhere service provides users unique phone numbers for each place they spend time – creating a local presence and eliminating the need for friends, families and colleagues to make costly international calls to communicate.

Truphone applications and intelligent SIMs support all leading mobile platforms and devices, including Blackberry, iPhone, iPod Touch, iPad, Nokia E and N series, and Android.

### **Important information**

Truphone is not a replacement for an ordinary telephone service and emergency calls cannot be made using Truphone. However Truphone does not prevent emergency calls being made via a handset's normal cellular service provider. Truphone cannot advise on the legality of VoIP services in specific territories or jurisdictions. It is the user's responsibility to confirm that use of the Truphone VoIP software and service is permitted in the location in which they use it.

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