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Truphone 3.0 for the iPhone brings it all together

Improved user experience, simplified management and performance boost

Truphone today launched Truphone 3.0, a major new upgrade to its mobile VoIP application for the Apple® iPhone™. Truphone 3.0 dramatically builds on the success of previous versions of the iPhone's first ever VoIP application, enhancing the instant messaging and account management experience, making Truphone faster than ever before and delivering a new standard for call quality.

Among the many improvements in Truphone 3.0 are increased ease of use, speed of function response, intuitiveness and simplicity – all designed to enhance the user experience. Truphone has also improved voice quality, making the app for the iPhone better than ever before.

Truphone's integrated messaging tool unifies all IM communities in a single place, meaning users can manage all their IM communication from a single page within the application - eliminating the need to constantly jockey between different applications or even different pages within an application. IM services currently supported include Skype, MSN Messenger, AIM, Yahoo! Messenger and Google Talk.

“Customers tell us they want three things: simplicity, quality and a good deal. Those principles drive our innovation, and Truphone 3.0 delivers on all three. We've dramatically improved our UI and account management tools. We've eliminated the need for compression through new advances in signal processing, making calls crystal clear. And, just as we always do, Truphone 3.0 sets a new benchmark in terms of quality and performance that competitors will have a tough time matching," said Geraldine Wilson, CEO Truphone.

“With these improvements, we believe Truphone 3.0 is the best application on mobile for our customers' international calling needs as well as staying in touch with all of their IM communities, in or out of Wi-Fi.”

Similar improvements to Truphone for the Apple iPod® touch will be announced soon.

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What Truphone already does

Free calls when in Wi-Fi to:

- * Other Truphone users
- * Skype and Google Talk users

Free Instant Messages when in Wi-Fi to:

- * Skype

- * MSN Messenger
- * Google Talk
- * Yahoo! Messenger
- * AIM

Plus: incredible savings on calls to landlines and mobiles around the world.

Most importantly all these communication opportunities are also available outside of Wi-Fi by using Truphone Anywhere for calls (charged at a local rate in your home country and then routed over Truphone's network – not for use when roaming), and 3G for Instant Messaging.

Account management:

- * See rates for calls before initiating a call
- * Display recent call history, showing the Truphone customer exactly how much a call just cost and how long it lasted with the ability to see a summary of calls made month by month
- * Top-up from within the application, without the need for web windows to open separately
- * Top-up in a variety of ways: credit card or PayPal
- * Change calling tariffs within the application

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