

## **Obihai Announces the OBi110 & OBiTALK Allowing People to Bridge Voice Services & Talk for Free**

*VoIP Service Provider VoicePulse and Solution Purveyor 888VoipStore Onboard at Launch*

**LOS ANGELES — October 4, 2010 —** Today, Obihai Technology announced immediate availability of its first product – the OBi110 voice service bridge and terminal adapter alongside its launch partner 888VoipStore in booth #101, at the Internet Telephony Conference and Expo (ITEXPO). The OBi110 is a stand-alone, dedicated device, built with a "system on a chip" high-performance platform to ensure reliable and high-quality voice conversations. With the OBi110, a computer is not required and a computer does not need to be on to talk on the phone or use the OBi110's powerful service bridging features. The OBi110 is 'always-on' to make or receive a call. The OBi110 has SIP, OBiTALK, telephone & landline POTS interfaces. The OBi110 is also the catalyst to realizing the full value of all OBi products, applications and Obihai's OBiTALK network which enables free calling amongst OBi endpoint devices and applications.

"Having an OBi110 is like owning your own phone company," said Jan Fandrianto, Obihai president and CEO. "When the OBi110 is coupled with OBiTALK and other services, such as those from a VoIP service provider or a landline, people can communicate with their families, friends and colleagues with more convenience and less cost." Fandrianto went on to say, "OBiTALK is built on a social networking web-based platform which provides users a friendly interface to control the power and flexibility of the OBi products."

The OBi110 empowers users to take control of their digital & analog communications life. Users have the power to bridge mobile, fixed line and Internet telephone services via the OBi110's on-board phone and landline connections as well as via the Internet to SIP services and the free OBiTALK network. "Any person who uses a mobile or fixed line phone and a circuit or packet service, will see value in Obihai such that our OBi products and OBiTALK become a crucial 'add-on' to any communication service subscription," Fandrianto said.

### **Social Networking Is About Communication**

The OBi110 provides users with an abundance of control and enhanced convenience by combining a broadband Internet connection with VoIP, and if required, a landline connection to the local telephone company, mobile telephone service provider or broadband VoIP service.

"The OBI110 is an innovative device because of the way it provides, in one package, a combination of features and interfaces that is more flexible and powerful than anything we have seen available to the consumer market," said Ravi Sakaria, CEO, VoicePulse, a leading VoIP service provider. "The folks at Obihai have demonstrated a clear understanding of what the market wants, and have delivered a device that meets that demand. VoicePulse is excited to work with Obihai and announce that our VoicePulse SIP Trunking service fully supports the OBI110."

The OBi110 can use the web and social networking tools to bring everything and everybody together. When it makes sense, the OBi110 can use the Internet and OBiTALK connectivity between OBi users. In this case, a traditional phone service is never needed to make the connections. Talking becomes truly free.

### **Pricing and Availability**

The OBi110 list price is \$69.99 and is available now from 888VoipStore, a Value Added Distributor of VoIP technology products & solutions. Obihai has chosen to launch the OBi110 in conjunction with 888VoipStore because of their focus on reseller education and commitment to offering best-of-breed solutions with their knowledge portal at <http://VoipStore.com>. "We are excited to be working with Obihai as their launch partner for the OBi110," Kerry Garrison, Vice President of Strategy, 888VoipStore. "The way in which the OBi110 integrates social networking, VoIP service, SIP trunking, and analog telephony is truly unique. It has the power to become a viral force for our partners and their customers," Garrison said.

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### **For more information:**

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