

**Press Release**

## **Innoviti Introduces Wireless Internet Solution for Global Travelers**

**Florida, Jan 2006:** Innoviti Communications LLC., (“Innoviti”) today announced the launch of vaayu™ Professional, a global roaming wireless dial-up adaptor for international travelers. vaayu™ has been selling in the Asia Pacific market since 2005. vaayu™ Professional is an enhanced version of vaayu™, specially designed keeping in mind the communication needs of a global traveler.

Even with the availability of various Internet access technologies, travelers who do extensive international travel (global travelers) often resort to using dial-up for connecting to the Internet. This is either due to non-availability of other access technologies or due to other access methods being very expensive, especially during international roaming. Market data from international Internet access service providers indicates that as of Sep 2005, as high as 84% of Internet access while traveling internationally happened through dial-up. The high roaming charges and non-uniformity in access standards across the globe have resulted in slow wireless Internet adoption in this market segment.

vaayu™ Professional is based on Innoviti’s vaayu™ technology, and is specially designed keeping a global traveler in mind. It is a wireless adaptor that provides users the convenience of going wireless by simply attaching a tiny dongle (less than 2 sq. inches) to their laptop’s modem and another dongle to their telephone socket. The users can then connect to the Internet as usual, without any software installation or configuration changes to their laptops. vaayu™ Professional enables users to go wireless on their own, with no wireless access charges or additional infrastructure requirement.



“Wireless Internet access is a key productivity enhancement tool; consumer research studies have indicated that using vaayu™ resulted in 12% increase in Internet usage time due to the convenience the solution offered. The result is increased productivity and enhanced experience to users besides increased revenues for ISPs as international access is billed by the hour by ISPs.”, said Kaushal Singh, Vice President Business Development, Innoviti.

The product is compatible with all operating systems, including Windows 98, Windows 2000, XP, Linux, Mac OS X, Solaris and others. Its technology design is agnostic to the ISP, hence it works with every Internet Service Provider service.



The adaptor that plugs into the computer is powered through USB, allowing the user instant access whenever required. The sleek, easy-to-use design and low weight (less than 100gms) allow the product to be carried around in a laptop bag. It is available in different colour options and its innovative design has resulted in it winning the Design for Excellence Award for the Best Consumer Electronics Product, from Businessworld and NID.



### **Pricing & Availability**

vaayu™ is currently being marketed in retail and through partnerships with Internet Service Providers. The product will be retailing for a maximum retail price of USD 79. Innoviti is today in active discussions with channel partners to expand the reach of this product.

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