



## **pieNETWORKS joins Communications Alliance**

I'm pleased to advise that pieNETWORKS has joined the Communications Alliance, the primary telecommunications industry body in Australia.

Membership of the Communications Alliance is drawn from a wide cross-section of the communications industry, including carriers, carriage and internet service providers, content providers, search engines, equipment vendors, IT companies, consultants and business groups.

The recent formation by the Communications Alliance of the Public Wi-Fi Networks Group is of particular interest for pieNETWORKS, and a motivation for our decision to join up. This Group aims to explore topics including:

- The future of public wi-fi networks in Australia
- International developments and competing/complementary technologies
- Scope for stronger industry cooperation in the development of business models
- Application development e.g. digital wallet, new marketing channels and strategies
- Implications for potential industry Codes, Guidelines or Standards

Public Wi-Fi is an important element of the pieNETWORKS' plot going forward, and membership of this Group will help ensure we are effectively linked into the industry debate around key commercial, technical and regulatory issues with public Wi-Fi.

More information on the Communications Alliance can be found at:

<http://www.commsalliance.com.au/>

Cheers,

Craig Turner  
Acting CEO

28 October, 2011