



Media Release
September 08

Crazy John's brings world's toughest phone to Australia

Crazy John's, Australia's mobile phone experts, announces the Australian launch of the world's toughest phone, the Sonim XP1.

Built for action, the Sonim XP1 is designed to withstand shock, water, wind, dust, dirt and extreme temperatures and is the only certified phone engineered specifically to meet the needs of mobile phone users who work and play in demanding conditions.

Crazy John's has brought the Sonim XP1 to Australia to fill a gap in the market, by delivering a rugged phone to meet Australia's outdoor culture. The GSM phone features IP-54 certification, mil-spec approval, bluetooth and is Push-To-Talk enabled.

"If you're standing on a construction site with a welding tool in your hand, or hiking in the great outdoors, you really don't need a fashion accessory or multimedia device," explains Head of Marketing for Crazy John's, Matt Scriven.

"You need a dependable working tool like the new XP1 which has been built for extreme conditions."

Research conducted by XP1 manufacturer, Sonim Technologies indicates that 70 per cent of outdoor workers refrain from using their phones in the workplace because the phone might break. A further 40 per cent of people have broken their mobile phone in the last year, with most common reasons including damage from humidity, dropping and crushing the phone.

"The Sonim XP1 is the only phone in the world engineered for people who work and play outside; people in need of an unbreakable phone. After victorious launches across Europe, it's time to show Australia how tough this phones really is," said Bob Plaschke, CEO of Sonim Technologies.

"The Sonim XP1 has been shot with a Glock 9mm and a Remington rifle. This phone has been put in the oven, strapped to a rocket, used as a hockey puck, used as a hammer, kicked like a football, dragged behind a boat, driven over by multi-ton trucks, and still it survives. We challenge anyone to try and break it!"

As well as being shock and water-resistant, the Sonim XP1 is backed by an unconditional three year warranty.

"Should you find an extreme condition that takes the XP1 beyond its limits, just take it back to any Crazy John's store for a 'no questions asked' replacement," added Matt Scriven.

The Sonim XP1 is available at Crazy John's for FREE on the \$49 Crazy Cap with \$310 credit included each month, or outright for \$549.

For further information about the Sonim XP1 mobile phone visit www.crazyjohns.com.au or visit any of Crazy John's retail stores across Australia.

Visit YouTube to see just how hardcore the Sonim is
www.youtube.com/watch?v=T_ReG7YhRNo

Check out www.toughestphone.com for more information.

- ends -

For further information or images contact:

Simone Higgins
The PR Edge (Crazy John's)
T: 03 8416 6755
E: simone.higgins@che.com.au

Natalie Lobel
Splendid Communications (Sonim)
T: 02 9281 0004
nataliel@splendidcomms.com

Notes to editors

Key features

- 5 hour talk time
- Storage for 1000 100-character SMS messages
- Weight 100g/128g without/with battery
- 7 soft keys /10 programmable short-cuts
- Dedicated volume and PTT keys
- SMS, WAP and Bluetooth
- 128x160 resolution and 65,000 colors
- Extra battery
- 12-25V Car charger, wall charger and USB charging port
- Headset and belt clip
- Plug-in external antenna

About Crazy John's

Founded by John Ilhan in 1991, Crazy John's is Australia's most successful independent mobile phone retailer with over 120 retail outlets employing over 700 staff.

In July 2007 Crazy John's launched its own virtual mobile network with a real-time converged billing platform to deliver customers a better mobile phone service, with a greater choice of products and plans and industry leading customer service with real time access to view charges on-line or on the mobile itself.

Crazy John's is partnered with numerous major global brands; Vodafone – the world's largest mobile phone network, and Nokia the world's largest mobile phone manufacturer, amongst them. Crazy John's is majority owned by the Ilhan family together with shareholders National Australia Bank, the Smorgon family and Selpam Group. For more information, please visit www.crazyjohns.com.au.

About Sonim Technologies, Inc.

Sonim Technologies enables today's GPRS, UMTS & WiFi data networks to deliver high-performance VoIP applications and services, specifically optimised to meet the productivity objectives of mobile enterprises. Sonim's OMA PoC 1.0 server, client and handset solutions represent the industry's only business class implementation of the push-to-talk standard and form the basis of an emerging suite of streaming IMS-compliant applications. Sonim is headquartered in San Mateo, California, with offices in Bangalore, London, Stockholm and Madrid. For more information, visit the company's web site at www.sonimtech.com