



FOR IMMEDIATE RELEASE

Voice1Direct to Supply Wireless Infrastructure and Mobile Data for Sky-i's Real-Time GPS Track and Trace Services

OREGON, WASHINGTON, TEXAS, USA & SYDNEY AUSTRALIA September 26, 2011 - Voice1Direct Ltd's ([VOD.F](http://www.vod.f)) (<http://www.boerse-frankfurt.de>) (<http://www.boerse-berlin.com>), Australian subsidiary, Voice1Direct Pty Ltd has today signed a contract to supply wireless infrastructure and mobile services to Sky-i International, a leading developer of real-time tracking and GPS monitoring solutions targeting the thoroughbred horse racing, cycling and asset tracking industries worldwide.

RFID/GPS Solutions are being adopted for many "Track and Trace" requirements, whether for performance monitoring, security or asset tracking and management and are amongst the fastest growing technology segments in the world.

Voice1Direct will partner with Sky-i to deploy its mobile and fixed wireless infrastructure and deliver Machine-to-Machine (M2M) mobile data services enabling the live transmission of real-time tracking and GPS data back to end users - wherever they are for instant processing, viewing and storage. Voice1direct will also provide the required mobile data services under its third party agreements with GSM and 3G mobile operators.

Sky-i has developed a "Real Time" Track & Trace solution for the sporting industry that can accurately measure competitor speed, position and performance data throughout a sporting event and has forecasted worldwide sales of up to 1 million GPS unit sales over the next five years with revenues potentially reaching \$30m p.a.

In the Australian horse racing market alone, where \$1b is invested annually, Sky-i will sell \$10-\$20 monthly subscriptions depending on the feature sets required, via a distribution channel consisting of Gaming Portals, Sporting Clubs and Associations worldwide. , Sky-i will be initially targeting the Australian Thoroughbred Racing industry's 3,668 Horse Trainers, 78,000 Owners and the 200,000 race meetings held per year, then expanding to deliver public viewing subscription services either trackside, online, Mobile devices, via TV and/or betting agencies.

"This is an ideal use case for Voice1Direct's mobile tower infrastructure that can be deployed in areas where remote or saturated GPS and tracking coverage is required - such as horse racing or major sporting events like cycling", stated Voice1Direct's CEO Philip Walls. "M2M and GPS location based services is a

niche business opportunity for us and we are excited to be bundling our network access and data capabilities with Sky-I's unique track and trace solutions for key Australian events to be announced soon which Sky-i has been developing", Walls continues.

The Sky-i GPS device offers race trainers, owners and the racing enthusiast real-time analysis data tracking and monitoring of horses such as their distance from waypoints e.g. running rail, other horses, lateral movement, or comparisons against competitors positions, accurate speeds of travel, and even speed/momentum fluctuation just to name a few of the devices capabilities. This requires no installed infrastructure except 3G mobile connectivity and where Voice1Direct will also deploy its portable transmission towers where required.

For sports in general, the Sky-i technology is a perfect fit where there is a need for the collection of real time performance data via the rapid delivery and live access of such valuable information which can only be achieved with the combination of RFID / Tracking and Measuring via this unique GPS Transmission Platform.

About Voice1Direct Pty Ltd

Voice1 Direct is a global wholesale and retail service provider, building cost effective end-to-end wireless networks - with high quality broadband service capability, including higher speeds & better coverage. Voice1Direct received its Australian Carriers License in December 2010 to operate its telecommunication services. The license gives it the authority to operate wireless networks in unlicensed spectrum, fiber optics and over the counter licensed spectrum where applicable and obtainable. Voice1Direct's existing wireless network footprint now exceeds 5000 sq. miles across Oregon, Washington & Texas, USA. Voice1Direct is implementing a Strategic Growth Plan (SGP) worldwide, via share market & capital investment programs, allowing the expansion of its wireless infrastructure and services into other international markets.

About Sky-i

Sky-i's vision is to be a leading global provider of real time performance data initially to the thoroughbred racing industry and the professional cycling circuit and eventually with extensions into many other sports that will benefit from the use of their unique technology. Sky-i is currently establishing operations in Australia primarily targeting the thoroughbred horse racing and sporting markets and will develop its GPS solutions and services for expansion into international markets through licensing arrangements. Sky-i has so far developed, tested and tailored a unique solution for the horse racing industry by working closely with trainers and jockeys - gaining valuable insights for delivering specific public service requirements for racing institutions, gaming operators, owners, race followers and betting agencies.

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