

ZOLEO gaining market traction

The **Beam Communications**' designed and developed ZOLEO messaging solution is gaining good market traction even though it was only launched around six weeks ago.

The production and supply of ZOLEO and Beam's other products haven't been impacted by the COVID-19 pandemic so far, as advised in its ASX announcement on 12th February 2020.

There also seems to be more people doing outdoor activities, like hiking, and enjoying the solitude of nature during this crisis – a trend that could bolster interest in ZOLEO.

In the short time that the device has been in the market,

ZOLEO won the 2020 Top Mobility User Experience Innovation Award by the Mobile Satellite Users Association (MSUA) and was featured in a number of media articles. MSUA is a not-for-profit industry association based in Washington DC whose members include some of the biggest satellite companies in the world.

This is the first Australian engineered device to win the award and the seamless messaging solution for smartphone users is catching the attention of journalists because ZOLEO is the first device of its kind in the world.

Some of the publications that have written about ZOLEO include *The Weekend Australian newspaper*, *Pat Callinan's 4x4*,

Fishing World, *Techguide* and *Tech Daily*. What's more, Wes Whitworth from *Unsealed 4X4* reviewed the product while he was out off-roading. He wrote that ZOLEO worked "exceptionally well" in the scrub.

"With how seamlessly this connected up to my iPhone and sent check-in messages to the boss and the better

half, I'm thoroughly impressed," said Wes. "It takes a moment to find the satellites when you first turn it on (this will depend on your location), but once it's set up, it's quick and easy to use."

Shareholders can check out the device for themselves too.



LiTMUS LAB at Myer's Sydney CBD store (image below) and Myer Chadstone in Melbourne carry the device, which is on display stands for customers to inspect in person. ZOLEO will also be available at LiTMUS LAB in Myer's Brisbane CBD store before 1st May 2020.



ZOLEO on display at LiTMUS LAB in Myer's Sydney CBD store

Beam's 4G IoT gateways gaining a leading edge

Beam Communications is launching two new initiatives to drive adoption of its newly released 4G gateway. The company is introducing trade-in and rental/leasing programs to make it easy for users to upgrade their equipment.

The company also appointed retail chain Leading Edge Group as Beam's Retailer of Choice for its gateways that can be used in Internet-of-Things (IoT) applications and for creating Wi-Fi hotspots.

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The developments are significant for a few reasons. The trade-in and rental services provide a cost-effective way for companies and users to upgrade their 3G gateways to Beam's faster speed and reliable devices ahead of the shut-down of the 3G network in 2024.



Those trading in their out-of-date gateways will receive a minimum \$50 off the price of Beam's MG200 gateway and a minimum of \$75 off the MG400 unit. There are no limits on the number of 3G devices that can be traded in.

Beam's gateways can also be leased over a two- or three-year contract. Lease for the MG200 unit starts as low as \$30 a month and the MG400 starts from \$55 a month. There are also a range of fixed or variable SIM plans on offer, along with a platform for companies to manage multiple deployments of the gateways.

Meanwhile, the agreement with Leading Edge gives Beam a direct channel to rural consumers as nearly all of Leading Edge's partnership stores are in regional towns across the country.

Rural communities are a key customer group for Beam and Leading Edge will sell Beam's 4G products and have access to its satellite devices. Leading Edge customers will also have access to the trade-in and leasing programs for the MG200 and MG400.

"The tie-up gives Beam access to an established network of dealers nationwide and gives Leading Edge a new product range suited to many of their clients," said Richard Mills, Beam's General Manager – Cellular. "Leading Edge is also an ideal channel to sell ZOLEO and we are working on expanding the agreement to facilitate this."

Beam unveils the Iridium GO!® app upgrade

Beam Communication's Iridium GO! satellite hotspot entered its sixth year of production and Iridium Communications Inc (NASDAQ: IRDM) has ordered 45,000 units to date.

There're still many more years of life left in the pocket-sized device that provides data connectivity from anywhere on earth. To keep the solution up-to-date with what smartphone users expect, Beam upgraded the user interface of the Iridium GO! app, which is available for download on the Apple App Store® and Andriod™ Google Play.

Iridium featured the upgrade in its latest partner newsletter and said the app now features user-friendly welcome screens with tips and best practices to help customers use their Iridium GO! with ease.

Updated Iridium GO! app graphics are available to reflect the modernised look of the app across marketing materials and the Iridium web pages, including the setup page.

