

Telstra launches T-Touch Tab™: the online tablet for all Australians

UNDER EMBARGO until 12.01AM, 27 October 2010 – The latest tablet technology is now accessible to everyday Australians, with Telstra launching the most affordable wireless tablet from an Australian telco.

The Telstra T-Touch Tab™, priced at \$299, is a light-weight tablet that combines mobile internet, online content, entertainment and phone-calling as well as access to over 80,000 apps from the Android Market™.

Director Telstra Mobility Products, Mr Richard Fink, said the T-Touch Tab™ featured a 18-centimetre (7") touch screen which delivered great online entertainment, while being more compact than a laptop.

"T-Touch Tab™ will suit Australians' appetite for quick and affordable access to information, useful apps and digital media wherever they may be," Mr Fink said.

"Created with Australian families in mind, the T-Touch Tab™ can be enjoyed individually or shared together, providing entertainment to all ages. From games that keep the kids amused, reading e-books, checking your email or catching the weather on the move, the possibilities are virtually endless" he said.

Ideal for use at home or out-and-about, the Telstra T-Touch Tab is:

- **Powered by Android™ 2.1** – which means you can browse, buy and download more than 80,000 apps, games and more direct from Android Market™.
- **Bright and light** – with a touch screen that's around three times larger than a standard smartphone screen, the T-Touch Tab™ is a great way to take e-books with you or to catch-up with friends via Facebook®, Flickr, Twitter or Tribe®.
- **Well connected** –email, mobile internet, video, voice calls and SMS – the T-Touch Tab™ lets you connect with the world via the Telstra Next G™ network, Australia's largest and fastest national mobile broadband network.
- **Multimedia hub** – T-Touch Tab™ allows anyone in the family to watch video clips, Mobile FOXTEL from Telstra or movies when they're out and about.

"Whether you're a green-thumb, aspiring MasterChef or perhaps an avid blogger, we believe the T-Touch Tab™ will be popular with busy people embracing technology to keep connected with their interests," Mr Fink said.

"Telstra research suggests three quarters of Australia's hobbyists are keen to use technology – such as tablets – to help further their passion.

"Our research also has found that while many hobbyists pursue an interest for the mental stimulation, 75% wish they could better share their particular passion with family and friends.

"We think affordable mobile tablets like Telstra T-Touch Tab™ will be great news for the majority of hobbyists who admit they want to devote more time to their passion, but can't due to lack of time and associated costs."

From 2 November, T-Touch Tab will be available from most Telstra Stores, Telstra Licensed stores, selected retailers and online. The T-Touch Tab can be purchased for \$299 (Pre-Paid) which includes 3GB of data to get customers started and \$10 worth of start-up Talk/Text credit to put towards standard national calls and SMS/MMS to use in Australia in the first 30 days.

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About the Research: This research was conducted online by Pure Profile on behalf of Telstra in October, 2010 on a representative sample of 1,003 Australians, aged over 18, from across Australia in both metropolitan and regional areas.