

ASX ANNOUNCEMENT

16 October, 2023

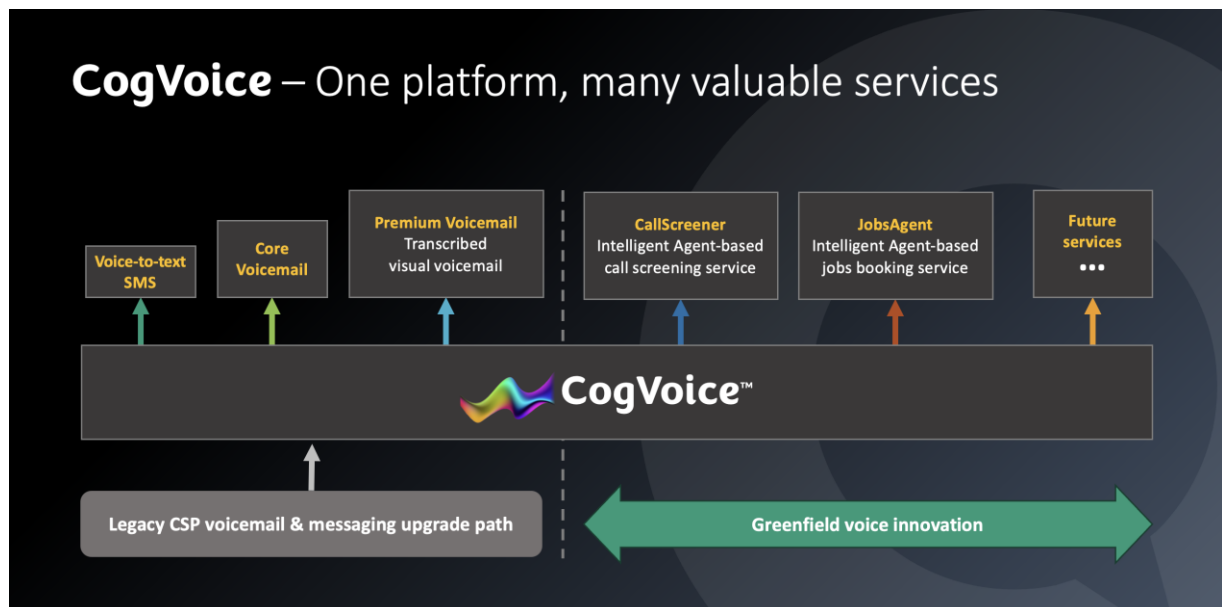
Norwood Systems Announces Expansion of CogVoice Platform to Voice Messaging Services

Key Details:

- Norwood Systems expands the scope of its ground-breaking CogVoice™ platform to include support for its carrier-grade, field-proven voicemail service, now branded CogVoice Voicemail™.
- The CogVoice platform harnesses the power of artificial intelligence (AI), including the most powerful Generative AI models, to deliver highly advanced value-added voice services addressing a broad array of monetizable subscriber applications for Communications Service Providers (CSPs).

Norwood Systems Ltd (ASX: NOR), a leading Communications Platforms as a Service provider, is pleased to announce the latest strategic enhancement of its CogVoice platform. CogVoice's now supports Norwood's proven carrier-grade voicemail service, CogVoice Voicemail, to cater for CSPs seeking to upgrade or migrate their existing voicemail platform.

The core mission for CogVoice continues to be to provide advanced AI-based voice engagement services such as CogVoice CallScreener™ and CogVoice JobsAgent™. See the "About..." section at the end of this announcement for an overview description of these applications.



CogVoice delivers a single cloud-native platform that supports a broad range of CSP Value-Added Services

The updated CogVoice platform offers CSPs unparalleled operational efficiency by integrating both voice messaging and modern voice engagement applications in the one platform. Operators can seamlessly migrate from traditional voicemail systems to a cutting-edge CogVoice Voicemail service, while also creating options for implementing advanced AI services to future-proof their network.

Alternately, a CSP can deploy CogVoice JobsAgent for its subscribers, then later upgrade its legacy voicemail system using the existing CogVoice platform, minimising platform fragmentation within the CSP's network.

Minimising CSP platform fragmentation

With the expanded scope for CogVoice, Norwood strengthens its position as a comprehensive solution and platform provider to CSPs, ensuring that they can transition smoothly to modern voice services whilst also modernising their existing services without potentially fragmenting their platform architecture. The CogVoice platform offers cutting-edge new AI voice solutions while now providing a seamless platform migration path for legacy systems, ensuring seamless support for a wide variety of traditional to modern voice applications.

The CogVoice platform is not just future-ready but respects the rich history and functionality of legacy systems, ensuring seamless support across a broad range of voice applications.

The significance of this move is twofold:

Legacy Migration Support By integrating legacy voicemail functionalities, Norwood ensures that CSPs can provide uninterrupted service to their long-standing customers who rely on such features.

Future-Proofing This expansion also means that CSPs can trust the CogVoice platform to be a single-source platform solution for both their current needs and future demands, backed by the reliability and innovation that Norwood promises.

Paul Ostergaard, Norwood's CEO and Founder, commented on this:

"Our decision to incorporate legacy voice messaging services into the CogVoice platform reflects Norwood's deep commitment to innovation that respects tradition. We understand the value of legacy services to both CSPs and their subscribers. This move ensures we're providing a holistic, future-proof platform solution without overlooking the importance of maintaining and migrating existing legacy services."

This announcement has been approved for public release by Paul Ostergaard, CEO and Managing Director of Norwood Systems.

<ENDS>

Company: Paul Ostergaard , CEO & Founder Office: +61 8 9200 3500 Web: www.norwoodsystems.com Twitter: @norwoodsystems	Investor Relations: Shane Murphy , FTI Consulting Office: +61 8 9485 8888 email: shane.murphy@fticonsulting.com Mobile: +61 420 945 291 Twitter: @ShaneWMurphy
--	---

About Norwood Systems

Norwood Systems, a leading cloud-native voice service platform innovator, is an Australian public company that offers novel and highly advanced cognitive AI platforms for voice and messaging capabilities to service providers, businesses, and consumers. Its CogVoice platform applications include Voicemail, Call Screener and Jobs Agent. Norwood's services are aimed at a diverse range of end-users from individual consumers and SOHO business users to larger communication service providers.

Since launching its first services in 2014, Norwood has served over 6 million customers in 200+ countries and territories and 5000+ cities worldwide. The company was listed on the Australian Stock Exchange (ASX) in June 2015 and trades under the ticker symbol NOR.

About CogVoice

CogVoice is a cloud-native carrier-grade platform developed by Norwood Systems, focused on providing advanced communication services for Communication Service Providers (CSPs). Incorporating artificial intelligence (AI) and powerful Generative AI models, CogVoice supports both legacy voice messaging services and modern AI-based voice engagement services.

The CogVoice platform's comprehensive offerings range from CogVoice Voicemail to advanced value-added voice services such as CogVoice CallScreener and CogVoice JobsAgent. Designed to be future-proof while respecting the rich history of legacy systems, CogVoice aims to deliver a seamless and efficient voice services experience to CSPs and their customers.

For a short video describing some of CogVoice's current and future AI engagement applications, please see the attached link:

CogVoice video overview: <https://cogvoice.com/3PYdRpr>

About CogVoice CallScreener

CogVoice CallScreener is an AI-driven voice engagement service provided by Norwood System's CogVoice platform. Designed to screen unknown callers and flag potential bad actors, CallScreener uses advanced AI algorithms to analyze caller information and intelligently manage incoming calls based on user-defined rules and preferences. This innovative approach ensures an optimized and more efficient call experience for users, while minimizing disruptions from unwanted calls.

About CogVoice JobsAgent

CogVoice JobsAgent is an AI-powered voice engagement service offered through the carrier-grade CogVoice platform, specifically designed for tradespeople and SOHO professionals. JobsAgent answers the professional's phone to handle inbound job requests.

JobsAgent not only gauges the professional's capability to perform the requested work but also intelligently attempts to book a suitable slot in the professional's work calendar that accommodates both parties. Utilizing AI and natural language processing, JobsAgent streamlines communication, optimizes scheduling, and ensures seamless connections, saving valuable time for professionals, and allowing them to focus on essential tasks.

About CogVoice Voicemail

CogVoice Voicemail is a versatile and advanced voicemail service provided by Norwood Systems' revolutionary CogVoice platform. Designed to cater to various modes of delivering voicemail to CSP subscribers, it supports a comprehensive range of voicemail retrieval methods, including traditional Telephony User Interface (TUI), voice-to-text message (SMS), visual voicemail, and premium visual voicemail.

Now on the fourth generation of its carrier-grade voicemail service, CogVoice Voicemail continues to adapt and innovate, offering its state-of-the-art features as an application on the ground-breaking CogVoice service platform. By ensuring support for both legacy and modern voicemail methods, CogVoice Voicemail provides a seamless and comprehensive voice messaging service for users and Communication Service Providers alike.