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Tasmanian Electronic Commerce Centre Pty Ltd

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ATTENTION: News Directors, Chiefs of Staff

World's Best Join Tasmanian NBN test bed

The Tasmanian Electronic Commerce Centre (TECC) is pleased to announce a relationship with Adobe to develop new digital and network initiatives in Tasmania. The new projects will showcase the National Broadband Network and how it can benefit business, consumers and visitors to Tasmania" said John McCann, Chief Executive Officer, TECC. The MOU between the TECC and Adobe was announced at yesterday's National Broadband Forum in Launceston, Tasmania.

"The TECC has been at the forefront over the past 12 years in seeking partnerships to help traditional businesses, regional communities and new information based businesses to better understand the potential benefits and opportunities that high speed connectivity will bring", said Mr McCann

The efforts of the TECC in bringing NBN partnerships together for Tasmania reflects the State and Federal governments desire to maximise opportunities as outlined by Senator Conroy's recent statement:

"The National Broadband Network will unleash a wave of improved speed, accessibility, competition and innovation to enable Australia's digital economy. Adobe's recently released white paper *The National Broadband Network: Unleashing Australia's Digital Potential* helps demonstrate the very real ways the NBN and the development of new applications will benefit all Australians by enhancing service delivery and improving business efficiency."

The National Broadband Network: Unleashing Australia's Digital Potential has been created to aid consumers and businesses alike. "Much of the discussion around the NBN to date has been about infrastructure, while this document is focused on how the NBN will revolutionise the way Australians work, communicate and share ideas and information" said Mr McCann.

As a company whose technology is helping to power the new digital world, the TECC is excited to be partnering and working with Adobe on projects that will establish Tasmania as a best practice leader in digital connectivity as well as seeding a range of new innovative digital applications and content.

For further information please contact Mr John McCann CEO TECC on Ph 03 6211 0400 or email mccann@tecc.com.au