

Newber For iPhone Tabled Due To Zero Communication From Apple

Letter from Eric Thomas, CEO of FreedomVOICE Systems, Developer of Newber

(San Diego, CA and New York, NY) March 16, 2009 – The following is a letter from Eric Thomas, CEO of [FreedomVOICE Systems](#), the developer of [Newber](#).

It is with a heavy heart that I share with you today our decision to table any further work on the Newber application. As you may be aware, on October 2, 2008, FreedomVOICE Systems completed and submitted the Newber application to the Apple App Store. We developed Newber to be the first location-aware second line for your iPhone. We were excited and proud of what we accomplished with Newber and were confident that this business tool, which compliments both the iPhone and AT&T network, would only take a few weeks to gain approval.

Upon submitting Newber to the App store, we began promoting the application in anticipation of a three week response time. Unfortunately, we didn't hear back from Apple in that time span; however, we remained confident the application would gain acceptance, or at a minimum, we would hear from Apple on what changes might need to be made. Now, 165 days later, we have still yet to receive word from Apple and the Newber application remains in limbo, neither denied nor accepted.

I have been asked if I know why Apple has not accepted the application and while I can speculate on the reasons, I do not have an answer. We followed all guidelines set by Apple throughout the development process and have never received comment from Apple as to why the Newber application has still not even been reviewed.

FreedomVOICE Systems was originally inspired to create the Newber application for the iPhone platform after Steve Jobs hailed the App Store as, "the best deal going to distribute applications to mobile platforms." Our experience is that it is the worst deal going. We had an opportunity with Newber that was great for Apple, great for FreedomVOICE and great for potential customers. Yet because Apple won't accept Newber (nor tell us why), we've spent over \$500K for R&D, architectural changes, patent application, and marketing that has accomplished next to nothing. I don't think you can do that to companies and expect others to continue to invest in your platform.

I also think to not reject us and not communicate with us ignores their social responsibility as a company. I don't think it takes a genius to figure out that tarpitting us for six months by not talking to us at all will cause real harm. In our case if they had even flat out rejected us six months ago we would not only have had the opportunity to save 50-100K on trade shows and marketing that we had to commit to but we could also have changed course and released on the BlackBerry.

You could make the argument that their process sucks and that they aren't intentionally tarpitting Newber, but we've submitted other applications to test whether it was the process or Newber itself causing the problem. For example, we submitted an application for our FreedomIQ phone system called IQ Voicemail. That was accepted in about a month. So it seems clear that they have an issue with Newber and have decided that they are not even going to look at it – but they don't have the courtesy to tell us.

In the end I get that Apple is a big company and that the decision to tarpit Newber probably came from a middle manager who just didn't get that Newber is good for the iPhone. I guess you can't always hire the best people in those positions, and even good people can make mistakes. But you would think after six months someone in the company would realize that not talking to us is as bad for them as it is for us.

As it stands we have decided to wait for full integration with FreedomIQ, FreedomVOICE Systems' hosted VoIP PBX system, to launch Newber. That is our endgame anyway. We feel Newber combined with FreedomIQ is very appealing since it will massively simplify how FreedomIQ is used. In the meantime, the Newber development team remains optimistic that we will get a response from Apple, some day. The Newber application awaits review from Apple and FreedomVOICE Systems will continue to focus on FreedomIQ and our existing base of loyal customers.

Sincerely,

Eric Thomas
CEO of FreedomVOICE Systems

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