



Media Release

Corporate Communications
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ANZ launches internet banking for iPhone

ANZ today announced the launch of internet banking services customised for Apple iPhone users, coinciding with today's Australian launch of the iPhone.

ANZ has developed a specially designed browser based webpage for the iPhone. The ANZ website has a new device recognition layer that will detect the users iPhone, and this will trigger the customised webpage.

ANZ is the first Australian Bank to announce a customised banking experience for iPhone.

ANZ Group Managing Director, Personal Division, Mr Brian Hartzler said that the new technology is yet another way in which ANZ is providing its customers with more convenient banking.

"ANZ is particularly excited by the launch of our iPhone banking service that will increase the versatility and usability of our internet banking option," Mr Hartzler said. "New technologies like the iPhone are helping to make internet banking even more accessible, and ANZ is keen to harness these opportunities."

The initial functionality available to iPhone users visiting anz.com will include the tailor-made webpage and the choice of functions including *Contact us*, *Locate us*, and *View Regular anz.com*, as well as the ability to use the normal ANZ internet banking service.

Over the coming weeks and months the purpose built iPhone banking service will be expanded to include *View account balances*, *View your transaction history*, *Transfer between your accounts* and *Pay anyone*.

Mr Hartzler said that the new iPhone service would complement ANZ's online service anz.com, mobile banking options, and other existing channels including our branch and ATM network, and 24/7 call centre.

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