

Data-only Apple SIM gets a voice with Roamer

LONDON: Apple customers can make and receive phone calls with their regular phone numbers, whilst using new data-only Apple SIM, with the new Roamer app.



Low-cost voice calls

Roamer which is now available on iPad as well as all other iOS devices and Android phones enables users to use their regular mobile number over Internet (Wi-Fi/3G/4G) or using a GSM or CDMA call back. To accompany a low-cost data tariff bought through an Apple SIM, Roamer adds easy and comprehensive experience of low-cost voice calls.

Alongside the release of Apple's latest devices, the iPad Air 2 and iPad Mini 3, Apple discretely launched what could be one of its most revolutionary products yet. The Apple SIM, which comes preloaded in iPad devices and will shortly be available for iPhones for only \$5 enables customers "the flexibility to choose from a range of short-term carrier plans".

Together the Apple SIM and Roamer app will cause some concerns amongst mobile carriers. It's estimated that roaming revenues total over \$50bn a year for mobile carriers and seems Apple might just be about to disrupt this, paving the way for OTT players like Roamer, Whatsapp, Viber and Tango to gain even more ground in the telephony and messaging market.

The Roamer app is available to users in over 200 countries.

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