

## New iPhone Application Gives MyFax Customers Access to Faxes at Their Fingertips

Free application delivers on customer requests for quick access to faxes without relying on computer access

**Ottawa, Ontario (August 12, 2010)** ♦ [MyFax](#), the world's fastest growing [Internet fax service](#), today announced the availability of its new iPhone application. Available now, the free application delivers on MyFax customer requests to be able to access critical faxes from their iPhone without having to open a browser or launch an email application.

With the increasing number of mobile workers conducting business from the road ♦ research firm IDC estimates that nearly 75 percent of U.S. workers can now be classified as mobile ♦ the new application allows small businesses to manage their fax communication directly. Additionally, a recent study from Pew Research Center notes that smart phones accounted for 34 percent of all mobile handsets sold in the U.S. in the first quarter of 2010.

"In speaking with customers, it's clear the iPhone has become more than a smart phone ♦ it's a way for them to run their business from wherever they are," said Steve Adams, vice president of marketing for Protus, the provider of MyFax. "What then becomes critical is quality ♦ are they able to access the same quality services they receive in their office. Our new application brings the quick and easy access to fax they love from their current MyFax service to their phone, without compromising the quality they've come to expect from us. It also gives mobile workers piece of mind that important documents, like contracts, can be transmitted confidentially ♦ they are no longer at the mercy of the local courier or hotel business center."

The MyFax application works with existing email accounts and cuts back on printing costs and the space it takes to physically store paperwork. Receive instant fax receipt notifications on the iPhone when a fax arrives, open and view the entire fax or access the preview option, which gives mobile workers a quick view of faxes, all without having to open additional third party applications. The iPhone app is free to download from the [Apple App Store](#), and the MyFax service required to use it starts at just \$10 per month.

MyFax removes the need for a dedicated phone line and [fax machine](#). The service enables users to manage their fax communication and corresponding document management workflow more efficiently and at a lower cost than traditional [fax servers](#) or fax machines, regardless of physical location.

For tips and tricks on using MyFax as a communications business tool, visit the MyFax blog at <http://blog.myfax.com>. MyFax can also be found on [Twitter](#) and [Facebook](#).

### About MyFax

[MyFax](#) is the fastest-growing Internet fax service used by individuals, small, medium and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America and Europe, including the United Kingdom, to industries recognized among the fastest-growing adopters of Internet fax including healthcare, finance, insurance, real estate, transportation and government. More than 20,000 new customers subscribe to MyFax each month. MyFax is a Software-as-a-Service (SaaS) business communications solution provided by [Protus](#). Other offerings include [my1voice](#), a feature-rich virtual phone service for small business

and [Campaigner](#), the email marketing service that is easy-to-use, affordable and provides step-by-step coaching tips and tools. You can learn more and visit MyFax at [www.myfax.com](http://www.myfax.com), [www.facebook.com/myfax](https://www.facebook.com/myfax) and [www.twitter.com/MyFax](https://www.twitter.com/MyFax).

**Media Contact**

Sue Rutherford

Director, Marketing Communications

**Tel:** 1-613-733-0000 ext 519

**Fax:** 1-613-248-4614

**Email:** [srutherford@protus.com](mailto:srutherford@protus.com)