

Swyx announces SIP telephony

- New product version will open up Wi-Fi opportunities

Birmingham, UK, 12th April 2005 - Swyx Solutions, a specialist vendor of IP Telephony systems has announced the release of version 4.4 of its software based **Swyxware** VoIP PBX. It is the first SwyxWare product to support Session Initiation Protocol ("SIP") compatible phones and other devices, thereby lowering the cost of deploying and running IP telephony solutions for all types of business.

SIP is the new standard that allows IP and voice communications between any SIP compatible device, so users are not tied to vendor specific hardware such as telephone sets, mobile phones or PDAs. According to Swyx, Version 4.4 will especially appeal to enterprises that already have Wi-Fi networks in place. With the availability of affordably priced SIP phones (including mobiles and PDAs) organisations of any size or from any industry will be able to make substantial cost-savings on call charges.

Sales Director at Swyx UK, Paul Taylor explains, "One of the immediate applications for SwyxWare 4.4. will be to help the channel to capitalise on Wi-Fi market opportunities. There are now a whole range of SIP compatible mobile phones, which will enable companies to extend their network to far-flung locations, enabling users to effectively make free calls wherever they

are, whether they're within the company Wi-Fi network or alternatively with access to Wi-Fi hotspots such as coffee shops and airports".

He added, "Many industry observers predict that SIP will be to VoIP what SMTP & HTTP has been to the internet, which is why Swyx is planning to roll out a series of SIP developments during 2005. To date, 3G has selected SIP as the session control mechanism for next-generation cellular networks and Microsoft has chosen SIP for its real-time communications strategy. There is no doubt that the ability to support SIP now and in the future will be crucial."

Subsequent versions of SIP based SwyxWare will also support IP exchange lines allowing VoIP calls to be made over third party service providers, thus increasing the range and appeal of VoIP connectivity. According to Swyx, by using a software-based IP PBX, there is no need for a dedicated router, so connection charges compared with BT will be essentially halved for every user.

Paul Taylor concluded, "the addition of SIP support will provide our resellers with new markets and opportunities and increase the value of Swyxware to our installed base of 4,500 users."

Existing users will have the option to upgrade to the SIP version.

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Editor's notes:

About Swyx:

Swyx was founded in April 1999 to develop and sell an IP-based telephony solution. Launched in summer 2000, "SwyxWare" the software-based IP-PBX now supports Microsoft® Windows® Server 2003. Since its launch SwyxWare has been installed in more than 4,500 companies in Europe to provide cost-effective competitive advantage through more powerful, easier to use and cost-effective telephony solutions. SwyxWare has been tested by several independent groups and journalists with excellent results. Larger companies turning to the benefits of converging voice and data solutions have recognised that the future of telephony lies within the convergence of networks and applications, all of which are already available with SwyxWare. Today, more than 400 trained and authorised resellers in Europe sell SwyxWare. These resellers consult and sell SwyxWare to SMEs with up to 500 or more employees.

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