



Swyx becomes Associate Member of ITSPA

- ***Vendor pledges support for independent body to promote VoIP code of practice***

Reading, UK, 20th January 2006 - Swyx, a leading European vendor of IP Telephony solutions to the SME market, today announced that they have recently joined ITSPA (Internet Telephony Services Providers' Association) as an Associate member in order to help in the regulation and promotion of the benefits of VoIP to the wider public.

Established in December 2004 by 13 UK telecoms companies, ITSPA exists to encourage the development of a highly competitive industry in providing voice telephony services using IP and other Internet technologies. The ITSPA represents network operators, service providers and other businesses involved with the supply of VoIP services to business and residential customers within the United Kingdom. Through its Code of Practice (CoP), the ITSPA monitors basic customer related standards to ensure confidence that its members will provide high standards of services and customer care.

SVP of marketing at Swyx, Dave Smith commented, "We are delighted to have become an Associate Member of ITSPA and appreciate the work they are

carrying out to promote and represent the interests of the IP telephony Industry. This is especially important as many leading analysts predict that almost a quarter of telephony systems will be pure-IP by 2008 and Swyx is ideally positioned to take a major share in this market."

He adds, "This technology is set to revolutionise the telephony industry over the next few years ushering in not only far cheaper prices for phone calls, but more importantly offering a wealth of new products and services that were only available to the largest companies running their own IP infrastructures until now. With more and more VoIP services being launched every week it is very important that there is a body set up to act as the representative voice of the industry to UK Government and EU bodies to help improve consumer information and awareness. It will also give consumers confidence that they are getting a service from a reputable provider with proper consumer protection in place."

As an associate member Swyx will benefit from being part of a body which regulators and government really listen to and is far more effective than individual companies. As ITSPA is seen as the voice of the VoIP industry in the UK, Swyx can concentrate on what it does best, developing market leading IP telephony solutions. It also means that Swyx can help discuss, propose and implement future standards which all have a bearing on the VoIP industry and products.

To VoIP customers the ITSPA membership is essentially a badge of excellence, giving customers the confidence to try VoIP services from an ITSPA member. Therefore Swyx's customers can be reassured that they will be provided with the highest possible standards of service and customer care safe in the knowledge that the company abides by the VoIP industry's code of practice.

About Swyx:

The last telephone system you'll ever need.

In the current climate, every business has to scrutinise every investment more carefully than ever to ensure they are getting the very best value. This is true particularly when it comes to telephony systems, where choice is plentiful, and technology moves so quickly that traditional telephony technologies are already becoming obsolete.

Swyx develops software-based telephony systems that work like any other software application, such as email, instant messaging and CRM, through your existing data network and server application. So you can take full advantage of all the benefits of business-class VoIP - without having to invest in expensive new telephony hardware.

In addition, the Swyx system has the potential to build into a powerful business tool. Because a Swyx system is Microsoft Windows based, it integrates seamlessly with your existing IT infrastructure, including all your individual business applications such as security systems, Office applications, Finance and CRM systems and customer support infrastructure, giving you one seamless communication system that will move and grow with your business no matter how many people, sites or locations you expand into.

Swyx is constantly developing its solutions to meet the changing needs of your business. So whatever your business, and whatever your stage of development, choosing an IP telephony solution from Swyx will give your business more possibilities, more agility, more choice and more communication, making it the last telephone system you'll ever need.

Swyx was established in 1999 and now has offices across Europe, with headquarters in Dortmund, Germany. Today the company is recognised as a market leader for IP telephony in major European countries and has enabled in excess of 4500 businesses across the continent to take advantage of the business benefits of IP telephony and associated applications. Swyx is renowned for its product innovation and superior business understanding, and its achievements have been recognised many times through technical and business awards, journalist and analyst comments and reviews, product tests and customer testimonials.

Swyx's management team and supervisory board are recognised industry leaders who have all held senior positions within the telecommunications industry. Everyone at Swyx is dedicated to providing world class IP telephony solutions and applications that continually push the boundaries of what is believed possible, while continually delighting its customers and business partners by providing the best possible products and services to make them more competitive in their markets.

About ITSPA:

(taken from ITSPA website)

ITSPA exists to:

- Encourage the innovation and development of the VoIP industry through the promotion of self-regulation and competition;
- Lobby Ofcom, the UK Government and the European institutions to ensure the UK and Europe remain the most favourable environment in which to run a VoIP business and in which to be a VoIP customer;
- Respond to UK Government and European regulators on behalf of its members;
- Investigate solutions for industry, including fraud, black lists, peering and interoperability;
- Reassure Consumers that any product or service bought from a company displaying the ITSPA logo comes with a high standard of consumer protection, which is properly policed and includes a dispute resolution procedure.

ITSPA believes in:

- The benefits of self-regulation to promote the growing VoIP sector;
- The need to foster a truly competitive and innovative market where VoIP providers can compete with existing telecoms providers on a level playing field;
- The facilitation of the provision of "naked DSL" (i.e. the provision of broadband access without needing to also pay for telephone line rental);
- Open, non-discriminatory access through all Broadband ISPs (i.e. ISPs should not block/hinder customers from using third party VoIP providers);
- The promotion of best efforts provision of access to emergency services and the provision of accurate information to the consumer about the level of access to emergency services available to them;
- Effective and competitively priced Local Loop Unbundling;
- The use of geographic numbers for VoIP providers;
- Efficient and competitively priced number portability (i.e. the ability to transfer/retain your phone number when you change service provider).

The ITSPA Secretariat can be contacted via email at secretariat@itpsa.org.uk or by making a free SIP call to [sip:info@itpsa.org.uk](tel:sip:info@itpsa.org.uk)

About the ITSPA Code of Practice:

The ITSPA Code of Practice version 1.0 can be viewed on our website here:

<http://www.itpsa.org.uk/cop.htm>

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