

A UK FIRST, PURE VOICE OVER IP FOR SMEs WITH NPLUSONE

Submitted by: Great Circle Communications

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A new telecommunications company launches today with the express intention of fully exploiting the convergence of voice and internet technologies. nPlusOne has been spun out of Edinburgh-based business class ISP, edNET, and will offer a range of Voice over IP (VoIP) services to business customers throughout the UK. Crucially, nPlusOne will offer voice and data services between different organisations and different geographic locations.

The benefits for SMEs:

The nPlusOne offering is ideal for the SME market. Until now VoIP technology has been out of reach for SMEs both in terms of cost and the infrastructure required. Using the existing broadband IP network, any subscriber can benefit from remote working, hotdesking, multi site PBX functionality, free calls between branch offices and voicemail to email convergence. Network administrators can control all these applications using straightforward web-based tools, all provided over their existing broadband infrastructure.

How it differs from other VoIP technology:

Unlike existing VoIP technologies which focus on voice traffic within the same organisation, (e.g. VoIP PBX, also known as iPBX), nPlusOne has developed an efficient way of using the Internet to channel voice calls outwith the organisation to anywhere in the world. In essence, both voice and data are channelled through the same broadband infrastructure using one point plugged into an IP handset and the user's PC.

How it works:

The key to nPlusOne's ability to take voice traffic anywhere via the Internet is the development of its own 'soft switch'. This effectively controls the network, so that nPlusOne can route the call according to its type, where it is going to and where it is coming from. For example, if a call is made from an office, the soft switch deciphers the nature of the call and its destination. It may be an international voice call that does not need to be directed through an ISDN connection but through a VoIP carrier, as this is much cheaper. Intrinsicly, the soft switch enables the IP network and the switched telephone network to communicate intelligently.

Aydin Kurt-Elli, CEO of nPlusOne said:

"Making an external call using VoIP can currently be a rather convoluted process, with voice travelling out through the PSTN and back into the IP network. We simply eliminate this complexity and cost by going straight through our IP network onto global PSTN and VoIP carriers."

The switch over to this pure VoIP is very simple and cost effective. Companies that are looking to expand their telephone systems do not need to invest in a new PBX, they merely plug in additional IP handsets to their Ethernet network, or use a softphone such as Microsoft Messenger™ on their PC, and

they have a new telephone extension.

To learn more about nPlusOne and its innovative VoIP services, visit Stand 974 at Internet World, Earls Court, 3-5th June 2003.

ENDS

For an interview or more information please contact:

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About Aydin Kurt-Elli

Aydin set up an ISP service, edNET, when he was in his 2nd year at university, he ran the company part time up until getting his General Medical Council registration. Seven years on and at the age of 29 Aydin has grown the business from a small regional ISP to a successful business-class ISP and using VoIP technology he has launched a new telecoms division, nPlusOne.