

# APPTRIGGER'S IGNITE™ APPLICATION SESSION CONTROLLER 8.0 EXTENDS FUNCTIONALITY TO ACCELERATE TELECOM WEB SERVICES

Submitted by: Lighthouse PR

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Innovation enabling the ecosystem with highly scalable, trusted network Web services.

London, UK – 3 December, 2007 – AppTrigger, Inc., the leader in application connectivity solutions, today announced the release of the Ignite™ Application Session Controller (ASC) version 8.0. This latest version of AppTrigger's Ignite™ ASC enables service providers to create new applications and capture new revenues from the Web 2.0 ecosystem whilst leveraging the Ignite™ ASC to ensure feature transparency across converging networks that is more efficient than traditional application connectivity models.

AppTrigger embraces the potential of enabling the IT development community to build applications for traditional circuit based voice networks first realised by the Parlay gateway, but extends this potential by broadening the scope of applications that can be developed. AppTrigger's Ignite™ ASC 8.0 has combined Parlay X Web Services with rich call control – providing a network layer service component that provides Web 2.0 interface with IN/NG IN real time network based services such as Presence (IMS/SIP), Terminal Location (Mobile positioning) and enhanced SMS (short message) in a highly scalable, performance rich environment.

AppTrigger's Ignite™ 8.0 ASC offers support for a broad range of applications with varying network resource requirements. All this capability is presented behind a highly abstracted Web Services interface which is easily comprehensible by the web and IT development communities. This feature rich API reduces the complexity of the service logic required to be implemented by the application. The ASC has truly realised the vision of enabling application developers to develop any type of application for any network with little knowledge about the underlying networks for which they are developing the application. Service Providers utilising an ASC benefit by removing the applications from the network switching fabric and ensuring as they implement new technologies, revenue producing applications are not stranded. ASC enabled applications are able to evolve with the ever changing network and as a result, do not need to be re-written or re-deployed as service providers leverage new network technology.

"We believe the marketplace has lacked a solution that exposes network Web services in a cost efficient and telecom grade scalable manner. The ability of Ignite™ 8.0 to supply service providers with elevated support for Web Services provides a high level of abstraction and simplification in the development process", said Chris Todd, President and CEO of AppTrigger. "Ignite™ 8.0 gives service providers a real and viable solution for opening and monetising their network assets with low latency performance that current market solutions lack today. Ultimately enabling network services in the Web 2.0 environment will be the catalyst that enables monetisation of application Mash-ups."

In addition to the benefits created by the Ignite™ 8.0 ASC for network abstraction, the ASC also greatly simplifies the network architecture by combining all the network elements required by applications to connect to a network into a single network element. The ASC has integrated switching, signaling, and media capabilities rolled into one platform purpose built for application delivery.

AppTrigger's Ignite ASC version 8.0 is available today.

About AppTrigger, Inc.

With deployments worldwide, AppTrigger is dynamically changing the telecom application delivery marketplace by empowering its customers to insulate their revenue-producing applications from the challenges of the ever evolving fixed-line, mobile, and IP networks. AppTrigger's Application Session Controller provides a purpose built unique combination of media, signaling, call control, and a family of APIs for multi-network, converged application deployments. In an environment of ongoing network evolution, AppTrigger delivers time to market advantages, reduces application deployment costs, and provides feature transparency across disparate networks. For more information, please visit [www.appttrigger.com](http://www.appttrigger.com).

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