

Press Release



Q. When it comes to IP Telephony, can SpliceCom really compete with the likes of Cisco, Nortel, Avaya, Siemens, Alcatel, 3Com, Mitel and BT?

A. They've done it before (see Notes for Editors).

Q. What's really new?

A. A powerful and truly innovative product designed in the 21st Century by a UK company without any legacy constraints.

Q. How can I get more information?

A. Contact us for:

1. A Product Brochure.
2. An invitation to a press presentation.
3. A one-on-one presentation at your office.
4. An interview with our Chairman, Chief Executive, or Board.
5. High resolution images.

UK Start-up Company Ships maximiser - The Next Generation Business Communication System

4th March 2003 – Chorleywood, UK: SpliceCom, a new company, specialising in communication systems which combine voice, video and web enabled IT applications at the desktop today unveiled **maximiser**, the first Business Communication System to be developed in the 21st century.

The innovative **maximiser** architecture rips-up the conventional PBX rulebook, delivering un-paralleled customer service, whilst lowering the costs associated with system acquisition, implementation and on-going management. Having built on the strengths and eliminated the weakness associated with the installed base of "proof-of-concept" IP-PBXs, **maximiser** distributes intelligence around the network, rather than centralising it. This allows the needs of those requiring a simple, small, stand-alone PBX to be fulfilled, whilst the same system can scale seamlessly to provide a fully

networked communication system allowing voice, video and web-enabled IT applications to share the same underlying network infrastructure, information and resources.

SpliceCom's **maximiser** is the PBX that finally delivers on the promise of true geographic independence. The same facilities are available to company employees irrespective of their location; be it in offices spread across countries or continents, working from home or on the road. Yet **maximiser** appears to employees and customers alike as a single system – and is managed as one. For the first time, the ability to utilise technology for real business benefit is available to small and medium sized companies – as well as major corporations.

Completely modular in its design **maximiser** is based on just three system components, Call Server, Trunk and Phone Modules. This approach allows it to scale from 8 to 5,000 analogue and/or IP extensions with no disruption or degradation in system performance. There is no requirement to replace or upgrade existing modules when the time comes to extend trunk or extension capacity, it's simply a case of adding more modules. Utilising standards based IP for connectivity allows **maximiser** modules to be located anywhere a LAN connection exists. No longer is there a requirement to run copper extensions all the way back to the central PBX. Indeed with Wireless LAN support an integral feature of **maximiser**'s analogue Phone Modules, even the need for a physical LAN connection is removed - ideal for environments where Ethernet connections may be at a premium; listed buildings, hotel lobbies, retail stores, building site "portakabins," etc.

"The unique approach to communications we've taken with **maximiser** allows companies to take advantage of the often quoted cost savings and business benefits associated with IP Telephony without the need to converge their underlying networks - or indeed without actually deploying IP handsets," says Robin Hayman, SpliceCom's Product Management Director. "**maximiser**'s open architecture means that any existing LAN infrastructure equipment can be upgraded, or replaced, as and when business needs dictate. Direct PBX replacement, separate voice and data LANs or a single, fully converged network; each customer's implementation will be different and directly influenced by where they are in evolving their network. However, the communication services and business benefits delivered by **maximiser**, to customers and employees alike, remains consistent, totally independent of any changes that might be made to the underlying network," concludes Hayman.

"Our research showed us that forward thinking business leaders are now looking beyond short-term cost cutting. They want to build an organisation that can immediately

compete more effectively when the first shoots of economic recovery appear,” states SpliceCom’s MD & CEO Sean Harding. “Timely and effective use of up-to-the-minute, web-enabled information has been identified as the means to progressively remove delays to the management and execution of their critical business processes. The development of a communications infrastructure that enables a fast and flexible response to business changes will be key to those companies who are looking to get ahead – and stay ahead,” continued Harding. “**maximiser** was specifically designed to meet this need.”

The **maximiser** from SpliceCom is available immediately through an exclusive channel of authorised, fully trained and certified resellers with field proven competencies in the design, installation and support of convergence solutions.

Notes for Editors:

SpliceCom is a privately funded company, whose management team were behind the two most successful UK voice and data convergence companies of the 1990's - SDX Business Systems and Network Alchemy. SpliceCom's product range combines voice, video and web enabled IT applications within a single system, providing tangible business benefits for all types of companies, irrespective of their size. These products are only available via selected dealers, value added resellers and systems integrators - they are not sold directly, nor are they available via distribution.

Further Information:

SpliceCom Limited
The Hall Business Centre
Berry Lane
Chorleywood
Hertfordshire
WD3 5EX
Tel: 01923-287700
Fax: 01923-287722
Email: info@splicecom.com
Web: www.splicecom.com

PR & Press Contacts:

Channel Dynamics
Lutyens Close
Chineham Court
Basingstoke
Hants, RG24 8AG

Tel: 01256 338425

Fax: 0118 981 6202

Email: ian@chdynamics.com