



PRESS RELEASE

HOME AND AWAY WINS FOR BRITISH IP BUSINESS TELEPHONE SYSTEM

Leading-edge UK telecommunications manufacturer SpliceCom announce 25,000 ports sold after just 16 months of trading - whilst also forging new business relationships in Australia.

SpliceCom are celebrating a major milestone with 25,000 ports of the **maximiser** IP Business Telephone System now installed at home in the UK, just 16 months after launch. And the future looks set to continue in an upward manner, with more and more organisations discovering the benefits of the integrated bespoke call control software applications which only the **maximiser** can offer.

But **maximiser** is also scoring away wins too. Because is a British-designed and manufactured product, SpliceCom have the additional advantage of being able to address Global Markets. So, while focus still remains firmly on the UK, SpliceCom are also pleased to announce their first International sales into Australia via their recently appointed Asia-Pacific Distributor, Pulse Innovations.

Jeremy Cooke, Sales and Marketing Director at SpliceCom explains: *"We continue to be amazed at the number of countries worldwide who are taking an interest in **maximiser** and we are constantly being approached by International distributors regarding distribution rights within their territories. It's frustrating that we are unable to deliver engineering priority to country-specific modifications at this time, as support of our UK customer base and onward development of a winning product for the UK remains our absolute priority. However, as Australia is taking a UK-spec, English language product, we have been able to agree a partnership with them that will not detract from our UK focus. Orders to date Down Under have been very impressive in such a short period of time".*

Notes for Editors

SpliceCom is a privately funded company, whose management team were behind the two most successful UK voice and data convergence companies - SDX Business Systems and Network Alchemy. SpliceCom's product, the **maximiser** Business Telephone System, which is designed and manufactured in the UK, 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. Launched in April 2003, **maximiser** currently has 25,000 ports installed and was voted 'Best New Product' at the Comms Channel Awards 2004. These products are only available via selected resellers and systems integrators - they are not sold directly, nor are they available via distribution.

Further Information

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