



Press Release from SpliceCom



The University of Cambridge Voices Its Approval of SpliceCom

19 March 2007 - Chorleywood, UK: SpliceCom, the IP convergence company whose award winning **maximiser** platform combines voice, video and web enabled IT applications at the desktop today announced that they have won a tender to provide The University of Cambridge with a Voice Processing and Mobility solution for the University's 15,000 users. Integration of the system, based on SpliceCom's next-generation **maximiser** platform, with the existing, iSLX based, University Telecom Network has already commenced. SpliceCom beat off strong competition from both TeleWare and C3 to win the business at one of the world's most prestigious universities, the second oldest in the English-speaking world.

"**maximiser** was chosen because we see it as a new generation product, not a legacy system that has been 'IP enabled'," said Chris Barron, Telecommunications Project Manager for The University of Cambridge. "The ability to integrate natively into our browser based application architecture immediately differentiates **maximiser** from other products in the marketplace."

"We are replacing the whole of our voice network and we consider the Voice Processing System as a key strategic component – particularly as it must operate across the old and new networks," continued Barron. "VoIP handsets do not support analogue answerphones so these must be purged from the entire estate prior to the implementation of an IP system. As the first part of the rollout visible to our users, **maximiser** will allow us to deliver obvious benefits in advance of the disruptive process of replacing handsets at the desktop. **maximiser**'s facility set, alongside its web user and delegated management interface provides us with the perfect platform to offer new features and services to our 15,000 users."

"This significant **maximiser** win is a result of two years of discussions, collaboration and trials between The University of Cambridge and SpliceCom," said Sean Harding, SpliceCom's CEO. "We are excited about working even closer with Chris and his team as we implement this large-scale solution over the forthcoming months. In particular, the University's vision of web access and telephony control, treating voice itself as an application, is in close alignment with our own philosophy. This will allow users access to all of **maximiser**'s advanced capabilities in a consistent and easy-to-use manner, totally independent of their whereabouts, computer platform and/or telephony handset they wish to use."

This is a view that Chris Barron extends even further. "Consider telephony in 2007, not as pressing keys and flashing lights on a handset, but as something which must be an integral part of a user's web access – even though they might have a physical handset next to their PC. However, in the immediate future, we'll be exploiting **maximiser**'s capabilities to improve the level of telephony facilities available to our users and to increase the up-take and use of voicemail as it becomes as simple and intuitive to use as email."

About SpliceCom

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 **maximiser** product family 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. Having commenced shipments in early 2003, **maximiser** was voted the "Most Innovative Product" at one of the UK's premier communications trade events, Comms Channel Expo 2004, whilst SpliceCom's PCS 50 for Mac OS X IP Softphone/Phone Partner application picked up the award in 2005.

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:

Contract Marketing
13 Curtis Croft
Shenley Brook End
Milton Keynes
Buckinghamshire MK5 7ET

Tel: 07764 946850
Fax: 01908 522226

Email: gill@contractmarketing.biz