



Press Release from SpliceCom

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Thumbnail images for reference only.

SpliceCom wins prestigious Comms Channel Award for product innovation

20th April 2005 - Chorleywood, UK; SpliceCom, a company specialising in communication systems voice, video and web enabled IT applications at the desktop, has won the "Most Innovative Product or for their PCS 50 IP Softphone/Phone Partner application for Apple Mac OS X at the UK's Comms C SpliceCom beat off strong competition from Avaya, Networks First, Oak Telecom and Tri-Line Netwoi scoop the number one slot.

In the eyes of the Comms Channel Award judging panel, "SpliceCom's PCS 50 for OS X is a truly unique it enables the delivery of advanced business telephony to the rapidly expanding Apple Mac community time."

Commenting on the award, which was presented to him in front of over six hundred guests attending Sean Harding, Managing Director and CEO of SpliceCom said, "Over the past two years our channel proven that SpliceCom's **maximiser** business telephone system, as well as being a ground breaking product, is also highly saleable in today's demanding marketplace. Our goal is to make **maximiser's** advantages affordable for every organisation, in a consistent and identical manner, totally independent infrastructure, telephone type, network service delivery, location, company type and size or company deployed. PCS 50 for Mac OS X was developed as an integral component within our strategy to address and as such we are delighted to have won this prestigious award."

John Gillborn is the Managing Director of authorised SpliceCom reseller iCS Communications. "To our knowledge SpliceCom are the only PBX manufacturer to offer support for the Apple Mac community - not encountered anywhere else in the field. PCS 50 for OS X allows us to provide IP Softphones to customer's iMacs or PowerBooks, or to use the same application to "Partner" with PCS 100 IP System PCS 10/PCS 5 Business Phones. It can even be used to 'energise' existing analogue phones - giving users access to telephony features like Busy Lamp Field/Direct Station Select/Call Pick-Up, Call Cost Recording whilst also offering convergence with their intranet and web-based applications. It can also support mobile and home working when used in conjunction with a standard GSM mobile phone, existing or Bluetooth headset. Given that **maximiser** can also be configured from a standard web browser, including Microsoft's Internet Explorer for Mac, and offers integrated voicemail and auto-attendant, it means that it can be installed in an all-Mac environment without the need for us to introduce a single Windows PC!"

Giles Harwood, is Managing Director of Gordon Harwood Computers. "As an Apple Centre serving the area, efficient customer service is a cornerstone of our business. We have over 250,000 customers; the

crucial importance to us. There's no doubt that the introduction of SpliceCom's **maximiser** telephone system for Mac OS X and its integration with our Mac network and Sea Change database have greatly enhanced our offering. In the future we want to extend the possibilities offered by Extension Anywhere - mobile and that we've only just started to explore. In the meantime, as we are users of the same computer technology and support, there's no doubt that what's helped us to improve our business efficiency will also help our customers too. We're currently working closely with SpliceCom and together now provide convergence solutions - the benefit of the greater Apple community."

SpliceCom's authorised resellers were also out in force at the Comms Channel Awards with G3 Telecom scooping the prize for the Best Convergence Solution (up to £100k revenue) in addition to being finalists of the Year (up to £3m turnover) category. M12 Solutions were finalists in both the Reseller of the Year (up to £3m turnover) and Best Convergence Solution (up to £100k revenue) sections, whilst Enabling Business was the Reseller of the Year (up to £1m turnover) sector.

The **maximiser** and PCS 50 for Mac OS X from SpliceCom are available through an exclusive channel of fully trained and certified resellers with field proven competencies in the design, installation and support solutions.

Notes for Editors

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

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