



**Internet Telephony Services Providers' Association**

*The Voice of Advanced Communications*

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**NEWS RELEASE**

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**ITSPA Launches VoIP Directory to assist further take-up**

To assist with the increased adoption of VoIP, ITSPA has launched a database for UK and EU VoIP providers to list their products and services in one place. The ITSPA Directory will simplify searches and enable VoIP users to quickly find the product that suits their needs. It will also be a valuable tool for the industry who are looking for specific services.

The database was launched at the ITSPA HD Voice Workshop on the 27th April and will include sections on residential and business VoIP services as well as specific trade resources. Businesses providing VoIP services in the UK and EU can register their services here: <http://directory.itspa.org.uk>.

ITSPA Chairman Eli Katz said: "ITSPA has responded to the increasing diversity of products and services entering the VoIP market, by creating a place for customers to find their ideal VoIP product or service. The aim is to develop the Directory so that it becomes a first port of call for both businesses and individuals. The continued switchover to IP communications will continue to gather pace over the next few years and the Directory will help provide suitable guidance for those looking for alternative services".

The Directory was developed as part of ITSPA's ongoing efforts to enhance consumer understanding and follows on from the launch of the ITSPA Quality Mark in December 2008. A number of ITSPA members have now signed up for the ITSPA Quality Mark, which has been supported by Ofcom as positive step forward in championing industry best practice. An FAQ section within the Directory and the ITSPA website has also been developed. The aim is to help provide further information for consumers wishing to choose a VoIP service and also for service providers to develop and improve their own customer service.

Eli Katz said: "ITSPA is proud of all the work it has undertaken to drive up standards in the industry and we will continue to find new ways to help both consumers and the industry navigate the VoIP market."

The ITSPA Directory is being co-sponsored by two ITSPA members: Magrathea and Coms.com

For more information or for membership enquiries contact [admin@itspa.org.uk](mailto:admin@itspa.org.uk) or go to <http://www.itspa.org.uk>.

**Notes to Editors:**

NOTE – This statement is issued on behalf of ITSPA and does not necessarily reflect the views of all its members.

**About ITSPA ([www.itspa.org.uk](http://www.itspa.org.uk))**

ITSPA is the UK's industry body for Internet Telephony Service Providers. Founded in 2004, with over 60 members, ranging from the largest Tier one operators to the new entrants, providing services to millions of consumers and businesses.

**About the ITSPA Directory**

The Directory aims to efficiently connect VoIP customers with appropriate suppliers. This is achieved by having UK & EU business that are involved with the supply of VoIP services to business and residential consumers list their products and services on the directory, to enable customers to find appropriate products and services without having to wade through lots of advertising lead techno babble.

**About VoIP**

Internet Telephony is the ability to make voice calls over any Internet Protocol (IP) connection, particularly broadband, using Voice over Internet Protocol (VoIP). IP Communications also enable a rich multi-media set of advanced services, including Video, High Definition Sound, Instant Messaging and Presence. Internet Telephony Service Providers can provide regular and enhanced phone line services – often at substantial cost reductions.

**About Magrathea ([www.magrathea-telecom.co.uk](http://www.magrathea-telecom.co.uk))**

Magrathea is the UK's premier supplier of carrier services and managed solutions in all areas of the telecommunications market. First established in 1995 Magrathea has seen the industry grow and change and their experience is a key part of the unrivalled service that is delivered to customers.

**About Coms plc (<http://www.coms.com/>)**

Coms was founded in 2000 with the vision of using the Internet to carry and deliver voice telephone calls. Voice over IP (VoIP) is changing the way consumers and businesses make and receive their telephone calls. Coms offers a low-cost VoIP service that can be combined with services provided by broadband Internet suppliers to make and receive telephone calls. Coms Business and Residential subscribers can make high quality calls over the Internet wherever a high-speed Internet connection is available, including wireless hotspots as they are allocated their own location-free unique user telephone numbers.