



NEWS RELEASE

Enquiries - please contact:

ITSPA Secretariat

Email: admin@itspa.org.uk

Sip: info@itspa.org.uk

Tel: 02073408733

Internet Telephony Services Providers' Association

The Voice of Advanced Communications

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Finalists announced for 3rd ITSPA Awards
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ITSPA has today announced the finalists for the 2011 ITSPA Awards, sponsored by Magrathea. The 3rd awards ceremony has again proved popular to both ITSPA members and non-members, with over 50 entries across the six categories. The awards reflect the different services provided by the VoIP industry, in both the business and residential space.

The award winners will be announced at a reception in the BT Tower on Monday 7th March 2011. Speakers will include Julian Huppert MP and Steve Unger (Partner – Strategy, Chief Economist & Technology) from Ofcom. The awards will kick off a busy week for the industry, with the *Unified Communications Expo* taking place at Olympia between 8th and 9th of March. Further details can be found here: <http://www.ucexpo.co.uk/>.

The six award categories are Best Consumer VoIP, Best Business ITSP (SMEs), Best Business ITSP (Large Enterprise), Best VoIP CPE, Best VoIP Infrastructure and Most Innovative VoIP Product.

All entrants had to complete a written self-assessment form, while the Best Consumer VoIP and Best Business ITSP (SME) categories also underwent a period of technical testing. These were then independently reviewed by the ITSPA Awards judges.

Malden Electronics (a specialist company in providing speech quality measurements to the telecommunications industry) undertook the technical testing this year. Malden made a series of test calls during December 2010 and January 2011. This measured a number of metrics including voice quality, background noise, packet loss, round trip delays and jitter.

Eli Katz, Chair of ITSPA Council said, "It is very pleasing to receive another healthy number of entries from all sections of the industry. I look forward to the reception, held at such an iconic venue, at the beginning of an important week for the industry. I would like to congratulate all the finalists and best of luck for the 7th March".

Tickets are available for the ITSPA Awards. Please contact the ITSPA Secretariat via admin@itspa.org.uk or 020 7340 8733. Further details about ITSPA and the awards can be found at our websites: <http://www.itspa.org.uk> and <http://www.itspaawards.org.uk/>

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ITSPA Finalists

Best Consumer VoIP Award Finalists:

- Orbis Telecom
- VoIPtalk

Best Business ITSP (SMEs) Award Finalists:

- Entanet
- Gradwell
- Inet Telecoms (Voipfone)
- SureVoIP (Suretec Systems)
- Teleware
- Timico

Best Business ITSP (Large Enterprise) Award Finalists:

- Ciptex Solutions
- Entanet
- Teleware
- Timico
- Virgin Media Business
- Voicenet Solutions

Best VoIP CPE Finalists:

- Cisco - SPA525G2 5-Line IP Phone
- Counterpath – Bria iPhone Edition
- Digium - Switchvox
- Gigaset - s685IP Phone
- Grandstream - GXV3140 IP Multimedia Phone
- IP Cortex - VoIPcortex Pro IP PBX

Best VoIP Infrastructure Finalists:

- Broadsoft - BroadWorks
- Genband – GENiUS
- Metaswitch - MetaView Service Assurance Server (SAS)
- UM Labs - SIP Security Controller

Most Innovative VoIP Product Award Finalists:

- Digium - Switchvox
- Gradwell – Gradwell Mobile
- Metaswitch - CommPortal Phone Configurator
- Vonage - Vonage Mobile for Facebook® App
- Inet Telecoms (Voipfone) – Voipfone Call Management

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Note to editors:

About ITSPA (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 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.

The ITSPA Awards are sponsored by Magrathea:

About Magrathea (<http://www2.magrathea-telecom.co.uk/>)

Magrathea is the UK's premier supplier of carrier services and managed solutions in all areas of computers and communications. First established in 1995 we have seen the industry grow and change our experience is a key part of the service that we deliver to you and your customers.

Our network spans both the PSTN and IP World, with multiple connections to multiple top tier TDM carriers, including a full BT & Eircom interconnect allowing us to fully integrate with the SS#7 network in both the UK and Ireland. Our IP network is diverse with multiple Tier-1 transit suppliers as well as peering at Linx supplemented by private peering with key IP providers. The network is fully NGN enabled allowing us to fully support Voice over IP interconnection and services.

Our technology is entirely developed in house but draws upon industry standards and utilises industrial strength components for ultimate carrier grade reliability.

Our switching facilities, based within Telehouse London, Bristol and Dublin give us access to virtually unlimited capacity and bandwidth and access to the best carrier networks in the world.

About Malden Electronics (www.malden.co.uk)

What do integrated circuit designers, network equipment developers, terminal makers, network operators and large enterprises have in common?

Many of these companies rely on speech quality test systems developed by Malden to evaluate and refine the performance of their products and services.

Malden's products make real telephone calls using real speech signals. They measure the performance of the network *from the perspective of the user*, taking into account the parameters which are important to *user satisfaction*. When did you last hear a telephone user complain that "jitter is bad today"?

Malden's approach to business is personal, too. The requirements of an operator are very different to those of an integrated circuit maker, even though "speech quality" features in both. We meet our future customers in person, taking time to understand their concerns. We encourage no-obligation evaluation loans, allowing the benefits of our test systems to speak for themselves. Best of all, we do not forget our customers after they buy a test system - we continue to welcome their questions, requests for assistance and ideas for new product features. Whilst we boast many years of engineering excellence in the speech performance field, we are also proud that some of the best features in our products were inspired by our customers.

Troubleshooting, checking out the competition, long-term monitoring of performance, network optimisation - these are some of the ways Malden's test systems bring real value. After all, what is the cost of inferior speech quality?