

SwitchIP Claims Industry First With the Launch of InPurple Procall

** First secure and centrally managed 2Mb bandwidth connection at a fraction of lease line costs**

London UK, 18 November, 2004 – SwitchIP, the first company in the world to provide proven Quality of Service standards for voice, data and video conferencing over broadband, claims another industry first today with the launch of InPurple Procall. InPurple Procall provides the first secure and affordable alternative to the expensive leased lines that typically connect company headquarters into their Wide Area Networks.

Designed to complement the highly successful and innovative InPurple Premiercall solution that was launched earlier this year, InPurple Procall utilises the latest SDSL broadband technology to deliver an unprecedented 2Mb of bandwidth – upstream and down – at a fraction of the cost of leased lines. This major advance means that there is now an alternative way for companies to gain access to the high speed connectivity and bandwidth required to send, receive and process the large amount of information that passes through corporate headquarters.

In addition to gaining improved performance and bandwidth at a vastly reduced cost, companies deploying InPurple Procall will also benefit from a single, centrally managed network that can support voice, data and real-time video connections – making converged IP-based communications a reality for businesses of all sizes and budgets.

“With the launch of InPurple Procall, SwitchIP is able to free companies from the constraints and costs imposed by leased line networks,” explains Andrew Terry, Founder Director of SwitchIP. “We’ve already seen how other products in the InPurple portfolio have transformed the way that blue chip and retail companies, including furniture giant, Courts, manage their communications networks, and we are confident that InPurple Procall will continue this trend – while also setting a new standard in IP-based networking.”

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In addition to high-speed network connections and increased bandwidth, InPurple Procall also provides a centrally managed security infrastructure that requires just a single firewall to protect the entire network – this simplifies security procedures and reduces the number of points at which unauthorised access could occur. InPurple Procall also adheres to the same stringent Quality of Service standards that made InPurple Premiercall such an immediate success – guaranteeing zero packet loss, maintaining crystal clear voice transmissions and preventing dropped calls.

InPurple Procall also minimises the perceived high capital costs and disruption levels associated with upgrading to IP-based networks. This means that all existing equipment – such as phones and exchange systems – can be utilised after the installation, and replaced as and when required. This reduces the initial capital outlay that is often required for other IP-based solutions, and removes one of the most significant barriers to IP adoption.

For more information about InPurple Procall, please visit www.switchip.net, or contact Stephen North on 0208 664 5554.

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Notes to Editors

Headquartered in the UK, Switch Communications is a specialist solutions provider for business telecommunications services. The company provides a complete range of tailored voice and data systems, using both fixed and mobile technologies. Through multi-media portals, integrated voice and data networking, and web-based applications and services, Switch Communications is able to deliver seamless and scalable systems integration across corporate network infrastructures for businesses of all sizes. For more information, please visit: www.switchcomms.co.uk

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