

# MEDIA ADVISORY

**Splicecom Australia [www.splicecomaustralia.com](http://www.splicecomaustralia.com) will be holding an information session on VoIP (Voice over IP) and its offerings on 16th February, 2006 from 10 am to 1 pm at Brisbane Powerhouse.**

Media are invited to attend the Hon Chris Cummins, wrap up at 1pm or they may attend all or part of the information session (from 10am to 1pm).

VoIP is "the next big thing" in the Australian ICT market and our speakers are world experts and are happy to provide more in depth interviews on any aspect of VoIP and its application.

Please contact David Rowden [david.rowden@splicecomaustralia.com](mailto:david.rowden@splicecomaustralia.com) or 07 32377920 to confirm attendance. Following is a brief overview of VoIP

## BUSINESS CLASS VOIP HERE NOW

VoIP is one of the most important tools that all business, regardless of size should be implementing but like all leading edge technologies there are pitfalls and traps for the unwary.

Business is attracted by the lure of "free or low cost calls" using consumer grade voice over broadband internet – typically promoted by internet service providers. This service converts POTS (Plain old telephone calls) to digital signals that are relayed by a broadband connection to a call server where it is then diverted back to the local POTS system. Yes it is VoIP but it is not business class.

Business is also being confused by partial VoIP offerings using a hybrid analogue and IP technologies that limit the future life and versatility of the system.

Business Class VoIP is the ability to replace old and expensive analogue PABX and digital key phone systems with new pure IP phone systems do much more than their predecessors.

Splicecom offers Australia's first pure IP system that cost effectively scales from as few as 5 users to more than 5000 all driven from a single, cost effective, open standards Linux based rack mount box – the Maximizer. Simply plug in existing ISDN phone lines, existing analogue handsets or open standards dedicated IP handsets and the system is ready.

IP means that it uses the existing office data network as well as the internet so businesses can easily support remote workers using "hot desk" features – your office phone can be wherever you have a broadband connection. You can link other offices using a virtual private network and make free calls to them or use least cost routing to save on STD costs.

## SPEAKERS INCLUDE:

**Robin Hayman** From Splicecom in the U.K. will address pure IP versus IP enabled PBX, why pure IP is more important and preview Version 3 of the **Maximizer** software update. **Maximizer** is the only VoIP system that supports softphones running on Linux, Windows and Mac operating systems.

**Martin Petersen** CEO of Splicecom Australia will address how potential ICT resellers can learn about and start selling VoIP.

**Kim Prince** will look at recent Australian field experiences and solutions.

**The Hon. Chris Cummins** Queensland Minister for Small Business, Information Technology Policy and Multicultural Affairs will provide a wrap up speech.