



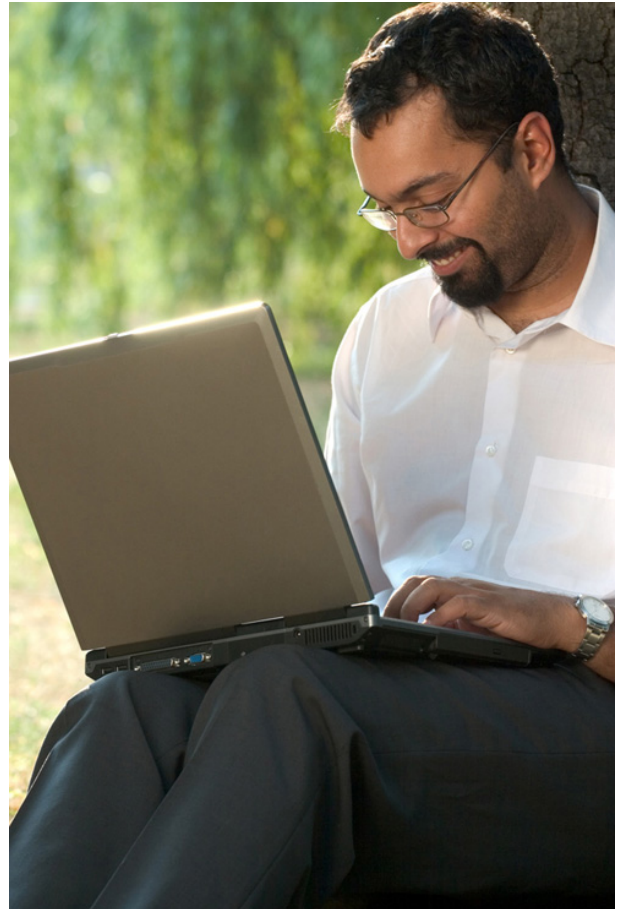
Application Development

To **realize new requirements quickly, flexibly and with the greatest possible reliability**, we always maintain a hierarchical and modular software architecture, which allows us to create new applications by simply reusing tried-and-true service enablers and building blocks.

To **reduce the programming costs**, we do not use proprietary and/or unproven programming languages and service creations environments. Instead, we move communications services from their proprietary ghetto into the established IT world. By expanding on existing open standards based on the eXtensible Markup Languages of the IT/Internet world, we have created a universal programming language for voice and multimedia services: the ECT eXtensible Markup Language (**ECTXML®**). Any programmer familiar with the VoiceXML standard can program services quickly and easily in this language and utilize a comprehensive library of **ECTXML®** Service Enablers and Building Blocks.

To **make sure that you as our customer are free to elaborate new services and features**, we empower our customers to tailor their own services with an easy-to-use, graphic service creation environment that runs in the Internet browser. For certified third parties and customers wishing to program directly in **ECTXML®**, we open the source code to all our applications, provide a programming environment and debugging support. In 2010, we are in the process of setting up a third-party development program to expand the ecosystem external to ECT. This will make it possible for our customers to purchase programming services from a set of certified partners, using market forces to get the desired price and time to market.

For more information visit: www.ectxml.com





[Return to Technology](#) [Continue to User Interfaces](#)