



European Computer Telecoms Group (ECT) Realizes Its Biggest Contract in the Field of Televoting

ECT implements Europe's most powerful televoting platform in Europe with a capacity of several thousand calls per second

Munich, December 4th, 2007 – The European Computer Telecoms Group (ECT) has recently realized one of Europe's biggest televoting platforms on behalf of the Deutsche Telekom AG. This solution - especially designed for huge events with particularly high call volumes within a short period of time – enables the network operator to answer each call by Interactive Voice Response (IVR). It marks the biggest order in the field of Televoting for ECT to date.

The highly intricate solution for Televoting includes dozens of installations all over Germany and manages highest capacities with up to several thousand calls per second via Interactive Voice Response. ECT's solution is therefore designed specifically for premium televoting events with very high call volumes. This new service provides the viewers with the possibility to participate in raffles, votings or game shows in an easy and attractive way via telephone call or SMS.

Other televoting solutions available are restricted to the play-back of a few standard announcements within the interactive voice response system and do not even allow to handle all incoming calls via interactive voice response during big events: this actually often results in the registration of just a minor part of all calls. The result of the voting is then projected on the basis of this random sample.

ECT's comfortable and web-based configuration allows the easy definition of the interactive voice response in real-time and, if desired, directly by the host himself. The host thus is in the position to automatically ask the individual callers via the interactive voice response and learn and gather more information about his customers; in addition, selected calls can be connected to a live-agent who conducts commercial transactions with the caller. Each call is registered and each voting is counted, with the results being presented in real-time.

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Some of the further technical highlights are highly flexible functions for statistics and analysis, as well as the possibility to integrate further locations into the system if required. And moreover, all televoting campaigns can be managed remotely and in real-time through the integrated web interface.

“This is one of most prestigious projects in this highly attractive market segment and represents one of the biggest contracts in our company’s history” states Dr. Marshall E. Kavesh, CEO and co-founder of ECT and adds: “With this decision, yet another leading operator states his confidence in our abilities and reliability concerning the implementation of intelligent value-added services. We are especially pleased that we were selected once again as the preferred manufacturer in this for network operators booming segment of interactive applications and that our solution has been successfully in operation for some months now.”

About European Computer Telecoms (ECT):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**® programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including at&t, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, mcell, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

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