



For immediate release:

ECT forms Product Innovation Department and hires Diego Vivas and Ugur Mutlu, Engineers Specializing in Product Design and Innovation Management

Under the auspices of Metin Sezer, the Department is dedicated exclusively to strategic initiatives for the development and implementation of innovation based on ECT's leading-edge IT and telecoms technology. The organizational expansion and substantial R&D investment come at the back of the successful launch of the company's *INtelleCT*[®] Service Delivery Platform and WebRTC offerings at carriers worldwide.

Munich, June 14, 2016: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, has expanded its organization to include a Product Innovation Department focused specifically on innovation, design and engineering of new service applications and products for carriers. The goal is to disrupt the market by bridging classical telecommunications networks and the Internet cloud, e.g. by using app-based technologies and WebRTC.

Due to its strategic importance, the Product Innovation Department will be headed by the long-time veteran of ECT, Metin Sezer, who will report directly to the CEO and serve as a key member of the executive team. In order to augment the ECT resources dedicated to this research and development, Sezer is conducting an intensive search for suitable engineers with proven expertise in product design and innovation management. Sezer has already appointed Diego Vivas and Ugur Mutlu as Innovation Managers.

Mutlu is from Istanbul and has a design and entrepreneurship background. He has developed and managed several Internet products in the last 5 years, applying lean methodology. He received his BSc in Material Engineering and MSc in Product Design from Istanbul Technical University and published his thesis with the title "A Study on Designer Entrepreneurs' Innovative Business Model Generation Practices."

Vivas, a native Colombian, has been involved for the past 5+ years in the management of intellectual property and innovation. He has an engineering background and a Joint MSc in Global Innovation Management from the University of Strathclyde (Scotland)

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and the Hamburg University of Technology (Germany). Before joining ECT he wrote his master thesis at the BMW Startup Garage, which was titled "Identifying Best Practices in Startup Accelerators."

Mutlu and Vivas are passionate about the Internet and digital innovation which they will combine with ECT's proven communications technologies and long-term commitment to carriers. Toward this end, they are introducing agile and lean methodologies to ECT, offering speedy innovation, lots of testing, and quick elimination of bad ideas in the process of business and product development.

"In over 18 turbulent years, ECT has time and again demonstrated its ability to buck the trend and deliver unique products that make money for carriers worldwide, even in our tough economic climate. Now we will take our offering to the next level in our commitment to continue to drive innovation in the telecommunications industry", explains Metin Sezer.

About ECT (European Computer Telecoms AG):

At ECT, we develop technology for voice and multimedia value-added services based on our **INTELECT® Next-Generation Intelligent Network** and **INTELECT® Service Delivery Platform**. We help major carriers worldwide transform from legacy to next-generation networks, migrating legacy services from a myriad of platforms to one, multiservice, multi-country solution.

We have state-of-the art complete service applications such as **effective® Network-Based Contact Centres, NTS, Televoting, Interactive Voice and Video Response** as well as **INTELECT® Virtual PBX, VPN, MEX, NP** and **Carrier Routing**. Virtually all of our services are enhanced with WebRTC for voice, video conferencing and multimedia.

Our browser-based graphical service creation makes it easy to define new services using interactive voice and video response. In addition, we offer a comprehensive, open **ECTXML® JavaScript Library** for all the routing and media processing functions available within the network.

Major carriers and providers worldwide offer profitable telecoms services based on ECT technology, such as 21IN, BT OnePhone, Deutsche Telekom, DNA, DTMS, KCOM, Liberty Global, Numericable-SFR, Proximus, Teliasonera, Tele2, Virgin Media and Ziggo.

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.

www.ect-telecoms.com

www.effective-contactcenters.com

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