



For immediate release:

Dr. Hans Huber, CTO of ECT, to speak at the Services Innovation World in London on ECT's JavaScript Service Creation Environment

The Services Innovation World, a KNect365 / Informa event dedicated to helping carriers identify and leverage service innovation, will take place September 27th – 28th at the Millennium Gloucester in London. European Computer Telecoms (ECT) is also sponsoring the VIP Dinner and Debate.

Munich, September 22, 2016: ECT (European Computer Telecoms AG), a vendor of complete solutions for value-added services in the voice and multimedia domain is contributing in two ways to this year's premier event on carrier value-added services, the Services Innovation World to be held on September 27th – 28th at the Millennium Gloucester in London.

Dr. Hans Huber, cofounder and Chief Technology Officer of ECT, has been invited to participate in the Service Delivery Innovation Summit to be held on the afternoon of September 27th. Dr. Huber together with representatives from KPN, Turkcell, Telenor and leading analysts will be addressing the future of service creation for network operators.

Dr Huber's contribution discusses the advantages of using a JavaScript service creation environment with an automated service delivery process.

JavaScript – as opposed to the carrier-specific and complicated language JAINSLLEE – is the standard language used by web and app developers. It provides a bridge from the carrier network to the world of Internet services and smartphone apps.

End-to-end tools that automate service generation completely, from the protocol layer all the way up to user interfaces and mobile apps, make it possible for marketers and product managers to define the logic behind a service quickly and easily.

At the Services Innovation World, ECT is also sponsoring the VIP Dinner and Debate taking place on Tuesday, the 27th of September. This tailored senior level discussion will focus on the

European Computer Telecoms AG

Westendstrasse 160
D-80339 München
Tel: +49 (0)89 55 29 47 - 0
Fax: +49 (0)89 55 29 47 - 111

Vorsitzender des Aufsichtsrats: Lothar Lutz
Vorstand: Dr. Marshall E. Kavesh (Vorsitzender)
Dr. Hans Huber, Walter Rott

Commerzbank
BLZ 700 400 41
Konto 22 91 854

Sitz: München
HRB 133859
Ust-IdNr.: DE 813061244
www.ect-telecoms.de



“Opportunities in voice and multimedia - Exploring how to maximise new routes to market online”. Key industry stakeholders will be debating how to turn the existing and emerging threats from the Internet into new opportunities for voice and multimedia services. Pablo Tomasi, a Senior Analyst from IHS Markit, will facilitate the debate and discussion.

About the *INtelLECT*[®] Service Creation Environment

The *INtelLECT*[®] Service Creation Environment (SCE) is open to communications service providers and third-party developers seeking to create and maintain their own valued-added services.

ECT is committed to promoting rapid application creation within a completely converged multimedia and call service environment, including legacy broadband and mobile networks, IMS, VoLTE and WebRTC. The *INtelLECT*[®] SCE encompasses both JavaScript API's as well as programming tools providing easy access not only to the complete array of telecom resources, e.g. for call routing, voice, multimedia, billing, media processing, etc., but also to third-party services in Internet/intranet.

Communications service providers are now no longer working solely within their own telco domain. That's why the *INtelLECT*[®] SCE is not “just” for telco services. On the contrary, it facilitates the creation of applications that blend seamlessly components and features from telco communications networks and real-time communications as well as services in the IT cloud. These new applications can then be made available to business and residential customers via telephone calls and text messaging, but also via any web page, smartphone app, softphone, etc. Applications can thus utilize voice, video, chat, recording, multimedia processing, collaboration and whiteboards in addition to any cloud service with an API, such as Google+, MS Outlook, Facebook, Twitter, payment and CRM systems, etc.

Service providers with ECT technology can use their in-house teams and/or third parties to freely develop innovative tailored services without dealing with complicated and highly expensive Java programming, e.g. in J2EE / JAIN-SLEE. As the direct programming of services is done in HTML5 using JavaScript libraries, the only prerequisite required is a working knowledge of JavaScript. This is a skill widely available on the market, as JavaScript is the established standard for web development.

Moreover, it is not even necessary to directly write programs or code, as the *INtelLECT*[®] SCE also provides browser-based graphical tools which anyone can use. These tools automate all the steps in the application development process, including data modeling, API connectivity and testing, service logic, the creation of web and smartphone apps, unit testing, deployment and service orchestration.

About ECT (European Computer Telecoms AG):

At ECT, we develop technology for voice and multimedia value-added services based on our *INtelLECT*[®]



Next-Generation Intelligent Network and **INtelligence[®] 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 **INtelligence[®] 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.

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For more information on this press release, please contact: communications@ect-telecoms.de