



ECT Launches Web Portal on Network-Based Contact Centers

*New Website Dedicated to
Network-Based Contact-Center and Televoting Solutions*

Munich, April 12, 2010 – ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, announced today the launch of a new website at www.effective-contactcenters.com dedicated to **effEctive®** Network-Based Contact Center and Televoting Solutions. This website is part of a new brand campaign at ECT to spread awareness in the diverse markets, in which ECT enables value-added communications services.

The new website provides detailed information on how contact center features typically provided using premises-based equipment are now being realized in carrier and service providers networks. In a weekly blog, the site provides a forum for everyone interested in network-based contact center solutions to exchange business ideas and share views on technology and business ideas. ECT, its partners and customers as well as other industry experts, discuss market trends, answer questions and provide expert opinions.

Many companies in Germany across all industries already realize at least part of their contact center and/or participation TV functionality via on-demand network-based solutions from providers such as BT, Deutsche Telekom, DTMS, IN-telegence and Versatel. ECT's **effEctive®** technology enables many of these network-based contact center and televoting solutions.

In Germany, ECT estimates that there are over 400,000 companies in all branches of the economy providing value-added services over service numbers: mail order processing, teleshopping, telebanking, directory service, televoting and participation TV, technical support for consumer electronics, computers, appliances, customer support for utilities, insurance companies, travel agencies, credit cards, airlines, etc. In 2009, WIK Consult estimates that in Germany alone this industry generated revenues in excess of 1.8 billion Euros and ECT values the worldwide market in 2009 between 12 and 14 billion Euros. A large portion of the

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intelligence required for these services is moving out of the enterprise and into the networks of carriers and network providers.

About ECT (European Computer Telecoms):

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, mcel, 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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