



For immediate release: May 11th 2010

ECT Secures Funding for the Establishment of a Partner Program for their **ECTXML**[®] Programming Language

German Government supports Innovation at ECT

Munich – ECT (European Computer Telecoms AG), leading provider for value-added services in the voice and multimedia domain, has been awarded funding from the ERP Innovation Program of the German KfW Bank Group. This year, one million Euros will be utilized to fund the development of a service creation environment for the programming language **ECTXML**[®]. Another million Euros are slated for the founding of a third-party partner program in 2011. This program will allow certified software companies worldwide to program solutions for value-added services using the **ECTXML**[®] programming language.

With the ERP Innovation Program, the German federal government supports new product development in medium-sized companies that are innovative, profitable and have a high credit rating. The program provides long-term, low interest loans for the development of new products and their subsequent market introduction. ECT was nominated by the Commerzbank. **ECTXML**[®] is ECT's extension of the recognized standards for interactive voice response, VoiceXML and CCXML. All ECT applications for value-added services, such as network-based contact center, IP Centrex, ring back tone, etc. have been implemented in **ECTXML**[®] which is ECT's core technology.

Today, third-party developers have a web-based graphical user interface to program **ECTXML**[®] modules using a comprehensive component library (Service Enablers and Building Blocks). The service creation environment now under development will augment the existing graphical tool and include automatic debugging and tracing functions as well as enable model-based editing and simulation. It is being implemented in the open source community Eclipse, whose projects are focused on building an open development platform, comprised of extensible frameworks, tools and runtimes for building, deploying and managing software across the lifecycle.

The new service creation environment in Eclipse is the technical prerequisite for the complete opening of the **ECTXML**[®] standard to companies programming value-added services worldwide. This is the first step in ECT's plan to establish the programming language as an open industry standard for value-added services in the voice and multimedia domain.

[European Computer Telecoms AG](#)

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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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