ECT Implements WebRTC Solution with Four Leading European Carriers in 2015

Comprehensive Set of Features Enriches the User Experience and Helps Carriers Explore New Streams of Revenue while Increasing Customer Retention

Munich, December 16, 2015: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, successfully implemented its ***INtellECT***® WebRTC solution with four leading European carriers in 2015. The WebRTC solution is integrated in existing service applications such as ***INtellECT***® Virtual PBX, ***effECTive***® Network-Based Contact Centers, ***effECTive***® Number Translation Services, and ***effECTive***® Interactive Voice Response, ready for immediate worldwide commercial launch.

The solution provides not only the ability to call a phone number from the browser and vice versa but enables carriers to use voice and video telephony in existing service applications, which improves the caller experience, makes the service attractive to new customers and helps increase customer retention globally.

"Our approach to WebRTC will be a game changer in the industry," Metin Sezer, Director of New Products at ECT believes. "Whereas others only offer a gateway for transcoding or a set of APIs, we provide real marketable solutions that enable our customers to offer WebRTC-enhanced value-added services immediately to customers worldwide. We have the expertise to lead the WebRTC discourse as we are one of the very few vendors who actually offers carriers complete solutions."

Users of the ***effECTive***® Network-Based Contact Center solution incorporate WebRTC in their existing call flows while using the same routing logic for WebRTC as well as regular calls. This enables contact center agents to have voice and video calls with customers in the browser or over the phone. All a customer has to do is to click on a contact button on the website of the company he/she wants to get in touch with. Dynamic graphical menus with multimedia

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content guide the caller though Interactive Visual Response. While waiting, the caller gets to see videos that include the caller's position in the queue plus video on-hold instead of standard announcements. At the end of the call, the contact center agent can play back additional multimedia content as infomercials. The agent can even record the video call and process payment transactions separately in order to fulfill PCI (Payment Card Industry) standards.

INtellECT® Virtual PBX users can integrate WebRTC in their existing solution. The browser becomes a communication endpoint in the PBX, in addition to existing fixed and mobile telephony. Not only can a user choose over which channel he/she takes voice and video calls with colleagues, business partners and customers but the user can also dial out to any phone number from the browser.

Having implemented its WebRTC solution with four major European carriers in 2015, ECT has proven its unmatched WebRTC expertise. As a consequence, ECT expects at least twice as many new WebRTC deals in 2016 worldwide.

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*. 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 ***INtellECT***® *NGIN*.

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 ***INtellECT***® *Virtual PBX*, *VPN*, *MEX*, *NP* and *Carrier Routing*.

Our browser-based graphical service creation tool, the *Visual Application Builder (VAB)* 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, Liberty Global, Proximus, Rogers Canada, 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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