

BROADVOICE

BROADVOICE INTRODUCES THE INDUSTRY'S FIRST CERTIFICATION PROGRAM FOR VOICE OVER IP EQUIPMENT

*BroadVoice provides customers with more device choices, and
expands the market for equipment vendors*

For release: 9/19/05
For more information: Ron Dresner
BroadVoice, Inc.
+1-860-676-7777
cell: 1-860-676-7777
ron.dresner@broadvoice.com

Boston, MA – BroadVoice, the leading provider of high quality, feature-rich broadband phone services to consumers and businesses, today at the Fall VON 2005 Conference and Expo announced the launch of the BroadVoice Compatibility Program. The Program will provide customers with a broader choice of communications devices, and greater confidence that the equipment will work right.

BroadVoice Certified™ devices will automatically configure when connected to the network, and they will be continually and automatically upgraded and have call quality optimized using BroadVoice's SmartSIP™ network technology.



With the widespread acceptance of Internet telephony, communications equipment manufacturers are producing an array of new devices that can plug directly into the Internet, instead of telephone jacks. Leading VoIP companies like BroadVoice have built large scale networks based on the Session Initiation Protocol (SIP), the de facto standard for transmitting voice conversations via Internet. The BroadVoice Compatibility Program is the first of its kind, and will help SIP phone and device manufacturers test and deliver equipment that seamlessly interoperates with BroadVoice's network, systems, and features, thereby ensuring a uniform, high-quality customer experience with a top-tier VoIP service provider.

"The number of networks that overtly allow BYOD is very limited. As far as I know, BroadVoice is the only one to have a formal compatibility program." said Steve Sokol of Astricon. "It will be advantageous to the Asterisk community, especially those reselling Asterisk, to have a documented, working configuration for the BroadVoice network." Leading VoIP equipment vendors such as Linksys, Aastra, TalkSwitch, Epigy, and VegaStream, among others, are participating in the BroadVoice Compatibility program.

BROADVOICE

"Initiatives like the BroadVoice Compatibility Program are invaluable in expanding customer choice and in accelerating VoIP adoption," said Jan Scheeren, president and CEO of TalkSwitch. "As a BroadVoice Certified device, our customers will know that they can get all the great value they've come to expect from TalkSwitch, and benefit from a world-class VoIP calling service at the same time."

"Customers will be able to buy any BroadVoice Certified™ phone or other device and know that it will work with their BroadVoice service as soon as they connect it to the Internet, at home, at the office, or at a hotel halfway around the world," said Gene Cornfield, VP of business development for BroadVoice. "Rather than imposing one device on all customers, BroadVoice pioneered the BYOD [Bring Your Own Device] concept to provide customers with the broadest possible choice of voice communications equipment. We allow people to choose the device that best suits their needs, whether it's a soft phone, a desktop phone, a wireless phone, or VoIP-enabled PBX."

BroadVoice has more kinds of Internet communications devices connected to its network than any other VoIP provider worldwide. Tens of thousands of consumers and businesses in over 120 countries currently use more than 200 different Analog Telephone Adapters, IP phones, soft phones, PBXs, and WiFi phones on the BroadVoice network. The BroadVoice Certified™ logo will help customers identify products that deliver a high-quality communications experience with BroadVoice services. Customers will get the same quality experience with BroadVoice Certified™ devices as with devices supplied by BroadVoice.

For manufacturers, certification allows them to use the BroadVoice Certified™ logo on promotions and packaging, and entitles them to a listing in the BroadVoice Certified™ Device Catalog, as well as a host of other benefits.

A complete description of the program is available at www.broadvoice.com/certified. BroadVoice will be exhibiting at the Fall VON 2005 Conference and Expo, booth 302 in the Boston Convention Center, September 20 - 22, 2005.

About BroadVoice

BroadVoice is the leading provider of high quality, feature-rich broadband phone services to consumers and businesses. BroadVoice VoIP phone service allows thousands of customers in the United States and more than 120 other countries to use their broadband Internet connection to make and receive phone calls anywhere in the world. Customers benefit from unlimited domestic and international calling and a suite of 25 basic and advanced features for one low monthly price. Founded in December 2003, BroadVoice is privately held and based in Billerica, MA. For additional information please visit www.broadvoice.com.