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Disruptive Technology Is Sweeping Through the Telecommunications Industry

Iain Beveridge of All Phase Communications Illustrates How Companies Can Take Advantage of VoIP Networks

SEATTLE, WA — May 31, 2007 — Disruptive technologies are those that dramatically change the way we live and the way we conduct business. Recent examples include the Internet, wireless communications, handheld devices, and GPS tracking systems. Now, Voice over Internet Protocol (VoIP) is on the verge of having a similar impact in the business world. VoIP is sweeping through the telecommunications industry at an astonishing rate and in order for companies to prepare for the future it's critical for them to take a hard look at this technology today.

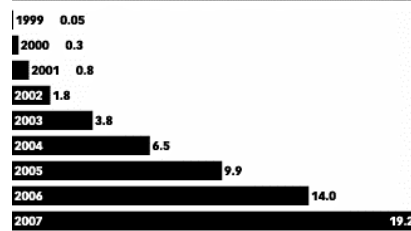
Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network. For example, VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges.

In addition to substantial cost savings, VoIP networks provide companies with extensive flexibility. Traditional phone service simply doesn't match the advanced features offered by VoIP. Unlike early versions of the technology, today's VoIP service offers much greater voice clarity and advanced features such as conferencing, busy lamp keys, caller ID, paging across the network and intercom keys. Furthermore, employees who use VoIP are more productive regardless if they're at

home or on the road. They can place and answer calls from any location using a VoIP handset.

Growth expectations are extremely positive for VoIP. According to the Telecommunications Industry Association and Wilkofsky Gruen and Associates, VoIP access in the US will rise from 6.5 million lines this year to 19.2 million by the end of 2007.

VoIP Access Lines in the US, 1999-2007 (in millions)



Source: Telecommunications Industry Association (TIA), Wilkofsky Gruen Associates, May 2004
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The crucial decision in making the move to VoIP is selecting the right network. It's an extremely difficult task for IT departments to purchase equipment and simply plug into the Internet. Just because one can turn voice into data and connect to the Internet does not mean the call will be a success. In order to communicate using VoIP from any location whether in the US or overseas, companies have to use a private network to ensure proper connection. A provider's coverage is of particular importance. For example, if coverage is not available in specific areas employees may not be able to make calls to customers and vice versa.

VoIP is here and companies are tackling this important decision today to ensure their communications

tomorrow. This disruptive technology has the awesome capability of increasing profitability and giving companies a competitive advantage in their marketplace. Soon, operating a business without VoIP will be like trying to market without a web site. The time is now and the future is VoIP.

ABOUT ALL PHASE COMMUNICATIONS

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including Cutter & Buck, Pike Place Market, Venture Bank, Keller Rorback, Southlake Clinic and Gene Juarez have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.