

Retail Communications Revolution

**** InPurple sets the standard for reliable, secure and scaleable voice, real-time video conferencing and data communications networks ****

London UK, 07 June 2004 – A revolutionary new product that allows retailers with multiple locations to slash network running costs, while significantly increasing data handling capacity has been launched by SwitchIP limited.

Called InPurple™, it delivers crystal clear voice, data and real-time video applications to branch and remote locations over a single internet-based network – at a fraction of the cost of expensive leased-line technology commonly deployed by the retail sector. It is also the first product of its kind to provide proven standards of service that guarantee reliable and dependable communications.

Retailers benefit from immediate savings as calls to other offices on the InPurple network are not charged on a metered basis, but are free regardless of volume. Furthermore, costs for calls made to locations outside the network are dramatically reduced as InPurple intelligently directs calls to ensure they are always charged at a local rate.

SwitchIP's InPurple service also minimises the perceived high capital costs and disruption levels associated with changing to new communications networks. With InPurple, all existing equipment – such as phones and exchange systems – can be utilised and do not need to be replaced. In addition, installations can be completed with minimal levels of disturbance to day-to-day operations.

[More....](#)

- 2 -

Dominic Campanaro, Director of Switch Communications and SwitchIP explains: “UK retail companies have been aware of the advantages of deploying internet-based communications solutions for some time but have been hesitant as no-one has yet been able to guarantee call quality, connectivity over broadband or an absolute minimum of disruption during the lead-in period – until now. However, InPurple™ shows that service standards can be applied to voice and real-time delivery over low-cost broadband connections using existing equipment.”

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Notes to Editors

Headquartered in the UK, Switch Communications is a specialist solutions provider for business telecommunications services. The company provides a complete range of tailored voice and data systems, using both fixed and mobile technologies. Through multi-media portals, integrated voice and data networking, and web-based applications and services, Switch Communications is able to deliver seamless and scalable systems integration across corporate network infrastructures for businesses of all sizes. For more information, please visit: www.switchcomms.co.uk

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