



European Computer Telecoms Premieres the *effEctive® Icon Development Kit* at the Call Center World

Munich, Germany, February 5, 2009: At Call Center World 2009 in Berlin, the European Computer Telecoms Group (ECT) is presenting a new product, the *effEctive® Icon Development Kit (IDK)*.

As a leading provider of value-added services based on the *INteLLiCT® Next-Generation Intelligent Network*, ECT provides a graphic, web-based Service Creation Environment (SCE) which allows service providers and their customers to create customized services quickly and easily. You create services by graphically combining these icons in a call flow and entering the appropriate settings; you don't have to be a programmer or an engineer.

With the *effEctive® Icon Development Kit (IDK)*, service providers can now in addition create their own icons to enhance the graphical SCE with new features. These icons can be made available to selected customers in the web-based SCE and thus be used by the end customers to create their interactive call flows, call routing and call processing services. New icons created with the *IDK* are always compatible with ECT's predefined icons as well as with each other.

The *IDK* includes a comprehensive library of tried-and-true Low-Level Building Blocks and Service Enablers which provide a full array of telecommunications and IT functions, e.g. for call handling, events, signalling, switching, media processing, conferencing and external communications. This library allows the service provider to focus on service creation instead of complicated, lower-layer topics, such as telecoms and IT protocols. By using the library, JavaScript and VoiceXML, a service provider can define new features quickly and easily with only limited programming and testing. No changes are required to the core product and there is no operational impact on the platform or other applications, ensuring rapid development and secure deployment.

"We believe in giving service providers the ability to create specialized services that their customers need to beat the competition. With the *effEctive® IDK*, our customers have the right balance between flexibility and simplicity in providing those services," states Tamal M. Islam, VP of Product Strategy for Call Centre Solutions at ECT.

About European Computer Telecoms (ECT):

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.

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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, IN-telegence, mcell, 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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