



For immediate release: March 08 2011

ECT to Exhibit at International CTIA Wireless 2011 in Orlando

**German vendor to showcase network-based communication solutions,
strengthening US customer relations**

Munich/Plano, TX, March 8th 2011: ECT, leading provider of voice and multimedia value-added services, has announced that it be present at this year's CTIA Wireless Show at the Orange County Convention Center in Orlando, Florida.

International CTIA Wireless is an annual three day event and takes place from March 22nd to 24th in 2011. The trade-only show draws tens of thousands of visitors each year when over 1000 exhibitors spotlight wireless and converged communications, wireless broadband and mobile web.

"The CTIA is the biggest show of its kind in the United States", explains Giyora Leff, Managing Director of ECT's US subsidiary. "For us, this is a great networking opportunity to strengthen our presence in the American market. We want to show people what quality made in Germany really means."

Visitors can find ECT on booth 2721 which is part of the German Speaking Europe Pavilion.

At the CTIA Wireless, ECT will focus on future-proof network-based communications services, which have been tested in the field and are highly successful in Europe and other parts of the world. These include network-based contact centers, a solution that replaces premise-based ACD, as well as a powerful network-based IVR (Interactive Voice Response). ECT also offers one of the most advanced Televoting solutions on the market and a powerful Virtual PBX, which moves premise-based PBX to the cloud.



In 2010, ECT's wholly-owned sales and service subsidiary in Plano, TX, European Computer Telecoms Inc., started business to serve the American market. It has already delivered and manages one of the biggest platforms for value-added services on the American continent. Now the company seeks to deploy further solutions for network-based value-added services in the Americas.

About ECT (European Computer Telecoms):

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 fulfill market demands.

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, mcel, 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.

<http://www.ect-telecoms.com>

<http://www.effective-contactcenters.com>

<http://www.ect-ringback.com>

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