



## **NEWS RELEASE**

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**Internet Telephony Services Providers' Association**

*The Voice of Advanced Communications*

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30<sup>th</sup> November 2011

### **4<sup>th</sup> ITSPA Awards – Registration now open online**

ITSPA, the industry body representing the VoIP sector is accepting entries for its 4th annual awards event - the ITSPA Awards 2012, sponsored by Magrathea.

The Awards are free to enter and open to all representatives of the VoIP industry, including non-ITSPA members.

To enter the awards, companies should select the category or categories they wish to enter, and register for nominations at [www.itspaawards.org.uk](http://www.itspaawards.org.uk).

The event will take place at the House of Commons Members Dining Room on 21<sup>st</sup> March 2012, hosted by Dr Julian Huppert MP, Vice Chair of the Parliamentary Internet Communications and Technology Forum.

The award categories for this year include, Best Consumer VoIP, Best Business ITSP (Micro, SME and Enterprise), Best VoIP CPE, Best VoIP Infrastructure, Most Innovative VoIP Product and the ITSPA Members' Pick.

Malden Electronics will conduct the technical testing for three award categories; Best Consumer VoIP; Best Business ITSP (Micro); and Best Business (SMEs). Entrants in these categories will undergo six weeks of technical testing as well as submitting a written entry submission. The deadline to enter the testing phase for these categories is **21<sup>st</sup> December 2011**.

All award categories (including the three categories that have a testing phase) will be judged on a written self-assessment entry which should be submitted by **Friday 17<sup>th</sup> February 2012**.

ITSPA has secured a top panel of judges who will select the winners based on the results of the technical testing as well as the written self-assessments.

Eli Katz, Chair of ITSPA Council said, "I'm delighted to announce the launch of the 4th ITSPA Awards which gives the industry an opportunity to celebrate its top performers. A few extra categories have been introduced this year, with a widening of the Business categories and the ITSPA member's pick. I look forward to another competitive nomination process".

Linus Surguy, Technical Director of Magrathea, the sponsors of the ITSPA Awards said, "Magrathea is proud to continue its support of this prestigious industry event and looks forward to returning to Parliament where the first awards were held in 2008. We encourage all companies to get involved and to put forward the products and services which have made the most impact on the industry."

#### **Timeline:**

**30<sup>th</sup> November 2011:** ITSPA Awards 2012 launched

**21<sup>st</sup> December 2012:** Deadline to enter the Testing Phase - Only for Best Consumer VoIP, Best Business ITSP (Micro) & Best Business (SMEs) categories

**17<sup>th</sup> February 2012:** Deadline for all written self- assessments (relevant to all categories)

**21<sup>st</sup> March 2012:** ITSPA Awards 2012 reception where winners will be announced

**-ends-**

#### **Note to editors:**

**About ITSPA** ([www.itspa.org.uk](http://www.itspa.org.uk))

ITSPA is the UK's industry body for Internet Telephony Service Providers. Founded in 2004, with over 60 members, ranging from the largest Tier one operators to the new entrants, providing services to millions of consumers and businesses.

#### **About VoIP**

Internet Telephony is the ability to make voice calls over any Internet Protocol (IP) connection, particularly broadband, using Voice over Internet Protocol (VoIP). IP Communications also enable a rich multi-media set of advanced services, including Video, High Definition Sound, Instant Messaging and Presence. Internet Telephony Service Providers can provide regular and enhanced phone line services – often at substantial cost reductions.

#### **The ITSPA Awards are sponsored by Magrathea:**

**About Magrathea:** (<http://www.magrathea-telecom.co.uk/>)

Magrathea is the UK's premier supplier of carrier services and managed solutions in all areas of computers and communications. First established in 1995 we have seen the industry grow and change. Our experience is a key part of the service that we deliver to you and your customers.

Our network spans both the PSTN and IP World, with multiple connections to multiple top tier TDM carriers, including a full BT & Eircom interconnect allowing us to fully integrate with the SS#7 network in both the UK and Ireland. Our IP network is diverse with multiple Tier-1 transit suppliers as well as peering at Linx supplemented by private peering with key IP providers. The network is fully NGN enabled allowing us to fully support Voice over IP interconnection and services.

Our technology is entirely developed in house but draws upon industry standards and utilises industrial strength components for ultimate carrier grade reliability.

Our switching facilities, based within Telehouse London, Bristol and Dublin give us access to virtually unlimited capacity and bandwidth and access to the best carrier networks in the world.

Magrathea are a leading wholesale VoIP provider in the UK, supporting both SIP and IAX. Our solutions include;

- Managed National and International Voice Connectivity, combining competitive rates with high call quality
- Providing UK and Ireland geographic and non-geographic numbering
- Hosted Billing Solutions
- Number Hosting
- Number Portability
- Providing 999 emergency service calling solutions

#### **About Malden Electronics ([www.malden.co.uk](http://www.malden.co.uk))**

What do integrated circuit designers, network equipment developers, terminal makers, network operators and large enterprises have in common?

Many of these companies rely on speech quality test systems developed by Malden to evaluate and refine the performance of their products and services.

Malden's products make real telephone calls using real speech signals. They measure the performance of the network *from the perspective of the user*, taking into account the parameters which are important to *user satisfaction*. When did you last hear a telephone user complain that "jitter is bad today"?

Malden's approach to business is personal, too. The requirements of an operator are very different to those of an integrated circuit maker, even though "speech quality" features in both. We meet our future customers in person, taking time to understand their concerns. We encourage no-obligation evaluation loans, allowing the benefits of our test systems to speak for themselves. Best of all, we do not forget our customers after they buy a test system - we continue to welcome their questions, requests for assistance and ideas for new product features. Whilst we boast many years of engineering excellence in the speech performance field, we are also proud that some of the best features in our products were inspired by our customers.

Troubleshooting, checking out the competition, long-term monitoring of performance, network optimisation - these are some of the ways Malden's test systems bring real value. After all, what is the cost of inferior speech quality?