IQUITY SYSTEMS®

Press News (vertical text, right margin)

DATE: 2000-02-23

IQUITY SYSTEMS BRINGS VOICE APPLICATIONS INTO CISCO NEW WORLD ECOSYSTEM

FEBRUARY 23, 2000 — IQUITY SYSTEMS ANNOUNCED TODAY THAT THEY ARE JOINING THE CISCO NEW WORLD ECOSYSTEM, BRINGING VOICE APPLICATIONS TO CISCO'S SERVICE PROVIDER PLATFORMS.

Iquity Systems develops and provides advanced systems for content- and rating logic that enables operators of telephony-, Internet- and TV-services to offer unique functionality and convergence.

The Cisco New World Ecosystem is a community of technology partners working together to enable service providers to rapidly develop and deploy innovative telecommunications services. These partners support Cisco's standards-based architectures and commitment to interoperable multi-vendor solutions.

As part of the Ecosystem Iquity System's expertise and tools to develop, sell and support innovative voice solutions will be added onto Cisco platforms. Iquity Systems will be able to expand its business and continue to build market share and profitability in segments where scalability is a prerequisite. Cisco is building a New World multi service network around an open, scalable architecture, and as an ecosystem partner Iquity System's products will be added to the extended product portfolio of Cisco's worldwide sales

Stuart Brown, Business Development Manager Service Provider Alliances & Operations for Cisco Systems EMEA stated: *"The Internet continues to drive innovation in all areas. We are witnessing the impact of open standards as many new services and applications enter the market, creating greater choice, flexibility and growth."*

With this partnership, Iquity Systems continues its strategy to integrate voice-, Internet-, video-content and -rating into one system - the IQ-Platform. With this integration, a service provider may offer un-paralleled services, content quality and convergent billing.

According to Peter Landgren, CEO of Iquity Systems: *"By adapting Iquity System's platform-services to Cisco's products (including VCO®/4K, AccessPath™ and the Cisco 5x00 products), we will provide new functionality to new and existing Cisco systems worldwide.*

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Combined with recent agreement with Systems integrators like Sema Group, this new partnership will speed up our sales and market penetration with circuit switch telephony as well as IP-based services (VoIP, http:).

This agreement will emphasize our profile as the leader in real time rating and content systems in a world of converging services."

For more information, please contact:

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