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**XConnect, Polycom, BroadSoft and Dialogic
Announce High-Definition Voice Initiative in the U.K.**

HD Voice Peering Federation Extended to Include U.K. Participants

LONDON, Sept. 8, 2010 – [XConnect](#), the leader in next-generation interconnection and carrier ENUM-registry services, today announced an initiative with leading technology companies [Polycom](#), [BroadSoft](#) and [Dialogic](#) to promote the adoption of high-definition (HD) voice by service providers in the United Kingdom.

The initiative was launched in response to U.K. service providers' interest in HD voice services, reflected in discussion during a recent [Internet Telephony Service Providers Association \(ITSPA\)](#) meeting. Through workshops and cooperative communication and marketing, the HD initiative is designed to raise awareness and educate service providers about the benefits of HD voice and help them resolve implementation challenges.

The companies joining XConnect in the initiative are market leaders in their sectors of the HD voice ecosystem. Polycom set an early stake in the ground through its SoundStation[®] IP conference phones and SoundPoint[®] desktop phones featuring Polycom HD Voice[™] technology. BroadSoft is the leading global provider of IP-based communications services to the telecommunications industry. Dialogic is a prominent provider of multimedia and signaling technologies and platforms.

As part of the initiative, XConnect announced that the XConnect Global HD Voice Federation is now open to HD voice-enabled service providers globally, following its successful launch in the United States.

First to join from the U.K. are service providers [Simwood](#), [SureVoIP](#) and [thevoicefactory](#).

The federation enables the exchange of HD voice calls among all participants, all interconnecting through XConnect's carrier hub and routing through phone-number lookups via its carrier ENUM registry.

HD voice enables users to experience clearer, higher-quality and more effective voice communication through the use of wideband codecs on IP networks. However, in most cases, to benefit from improved sound quality, callers must be on the same network. XConnect has established the HD federation to allow cross-network support for HD voice and potentially for multimedia IP-based services, such as presence and video.

“The U.K. is ripe for HD voice due to increasing migration to IP and the quest among service providers to differentiate their offerings and deliver greater value to their customers,” said XConnect CEO Eli Katz.

He added, “We are delighted to have facilitated the world’s first cross-network international HD voice calls via a federation – a step that paves the way for global mass-market adoption of HD voice.”

Explaining why his company has joined the HD federation, the **voic**factory CEO Martin Sims said: “We realise that to compete effectively where broadband is a given, we have to move ahead of the pack. In a business market where many different languages and accents are the norm, high-definition voice will help us add value to our services.”

For more information on HD voice, please visit www.xconnect.net/hd.

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About XConnect

The global leader in network peering, XConnect is trusted by IP-based service providers in 20 countries to offer a suite of Interconnect 2.0 services, including carrier ENUM-registry and next-generation multimedia interconnection hub solutions. London-based XConnect offers the most comprehensive and reliable solutions to help service providers deliver rich multimedia IP communications across networks while reducing costs and improving service quality. Backed by Tier 1 venture capital firms, XConnect operates the largest worldwide ENUM-based IP-peering federation, the Global Alliance, and the world’s first national VoIP/NGN interconnection federations, in the Netherlands, Korea and South Africa. For more information, please visit www.xconnect.net.