



ECT Technology Used for 2014 Song Contest in Copenhagen

Operators in Germany or Sweden Rely on ECT's Televoting Solution to Handle the World's Biggest Mass Calling Event

Munich, May 8 2014: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, will be part of the world's largest televoting event in Copenhagen, Denmark between May 6 and May 10 this year.

Major carriers in Europe, e.g. in Germany and Sweden, use the **effEctive**[®] Televoting system from ECT for mass calling events like the annual Song Contest. Callers from these countries will cast their vote and give points to artists over the **effEctive**[®] Televoting solution. ECT has deployed some of Europe's largest installations for televoting, supporting up to five thousand call attempts per second (CAPS).

"Our televoting platforms are the most robust and powerful solutions out there," explains Arvind Sharma, Vice President Business Development at European Computer Telecoms AG. "They have an extremely high capacity so they can process thousands of call attempts per second plus they are highly redundant and reliable. Especially for events like the Song Contest there is nothing more important than a reliable and stable platform. That is one of the reasons why televoting earns our customers good money. Mass calling events are very popular in many countries."

Users set up televoting campaigns over the browser, without having to install any local software. With ECT's **effEctive**[®] Web Portal and the Visual Call Flow Builder, ECT's browser-based service creation environment, they can create numerous televoting scenarios without programming knowledge. Various counters and winner selection options are available. The solution supports votes by voice calls, SMS or over the internet. It comes with a real-time



statistics module and other reporting functions. Users can thus see how many callers came from which prefix, did they call from landline or mobile and of course what they voted on. All this happens without carrier intervention.

ECT has the biggest European televoting installations in the field with major carriers. The size of these platforms enables these carriers to run other services like IVR on the platform, taking advantage of the capacity and reduce idle time.

About ECT (European Computer Telecoms AG):

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.

www.ect-telecoms.com

www.effective-contactcenters.com

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