



VOIP, the Paradigm Shift Yet to be Understood

I spent a bit of time with Miranda and KC from Broadband Phones this week to learn more about their business and product offerings. I have been to many conferences on VOIP technology and have been involved in both the Telstra and Optus implementation of this @ThePark. However, it wasn't until I spent time with these two that I realised just how mature the product has really become and its true potential.

Did you know:

- A VOIP handset can simply plug into your computer network connection, and as long as you have Internet access, you can dial immediately to any phone number around the world.
- Your Laptop, Internet Access and a Microphone is all you need to ring any telephone number around the world.
- You can use Free Wireless Hotspots and your Laptop to dial free anywhere in the world.
- You can take your handset anywhere in the world with your fixed number say 0292094221 and as long as you plug into an internet connection e.g wireless café or hotel, you can receive phone calls on that number no matter where you are and it can mean local calls to and from friends and family.
- You can have a VOIP phone that can have multiple numbers assigned to the one device. Not only that, but each of those numbers can be numbers from International and/or Interstate. That means your clients in Brisbane can ring you locally at no added charge to a handset you have in your Office in Eveleigh

With people searching for more economical ways to communicate with customers, suppliers, family and friends, the Broadband Phone is unlike any other new communication service. Voice over IP (VOIP) has only been viable for large corporations or government bodies, but with the plug and play Broadband Phone, this technology now becomes available to small or medium businesses and residential customers.

Miranda Wong, of Broadband Phones, said, "The Broadband Phone is the perfect solution to combat the rising costs of fixed line rental. Small to medium businesses people who make regular STD or IDD calls and subscribers looking to increase the value of broadband connection will find the new Broadband Phone a revolutionary way to communicate.

The "Plug & Play" Broadband Phone is expected to retail for \$249 (inc. GST). Standard Call Plan cost \$15.95 per month. This includes a real Australian telephone number, 50 local calls and also allows unlimited and untimed calls between Broadband Phone subscribers. Additional phone numbers cost \$4.95 per month. Additional local calls are 15c per call untimed, STD calls are 10c per min, calls to Australian mobile is 30c per min, and IDD call rates starts from 5c per min.

I know Miranda would relish the opportunity to show you how well their technology works, and I am impressed at just the maturity of their product offerings. People don't know how easy VOIP is to implement and all that any person needs is an Internet connection and everything is plug and play.

Take the time to visit their website www.broadbandphone.com.au and all **park partners have been offered a discount.**

Ring them on x4619 or email Miranda m.wong@broadbandphone.com.au for more information.

IT Projects @ the Park

Next Year we will announce some major External Partners that will work closely with ATP and provide some extremely great business and value add opportunities to all park partners. Some significant offerings include discounts on a range of products and services, as well as dedicated teams of support to provide better resolution of issues and collaborative programs that aim to help SME's develop their product range.

The Park will also undergo some major network infrastructure updates as well the implementation of new security services in our telecommunication facilities.

ATP will be migrating their Managed services from SHFA to the Park and currently finding best fit model on how those new services compliment our value added services strategy to park partners.

Telstra has put a Cell on the Park and your Telstra mobile will now show AusTechPk.

Notifications of Outages

- There will be Network Outages in January, that will be advertised the week before. This is due to a significant network upgrades but you will get a message a week prior.

Business Opportunities & Seminars @ ATP (All Submissions must be in by Thursday Afternoon)

- **10% discount on the engineering services and free consultation and quoting for any IT related work that is required.** Ring Mark Gluckman on x4419 ----- [NEW]
- Looking for Expressions of Interest for Park Tenants to trial New VOIP (Voice Over IP) services in the Park.
- This space could be **FOR YOU**. Advertise expressions of interest, free seminars that you're either hosting or co-hosting, business opportunities, partnerships.



Other IT News:

Sony and Samsung have announced a cross licensing agreement that will see the giants share patents across the majority of technology they have patented. With the exception of a few, which includes Sony's Playstation and Samsung's recent work in OLED technology.

Lenovo who made headlines last week by acquiring IBM's Desktop division will be no doubt stunned with IBM buying 80% of its biggest competitor Great Wall Computing which means IBM will be directly competing with its old product line in China.

As in previous years, a new round of Viruses in the form of Christmas greetings will no doubt be around. Already the Zafi Worm has spread itself across Europe and North America posing as an innocent Christmas Card. However, due to media exposure, infections have dropped dramatically.

Under the new Surveillance and Devices Act, Police are allowed to infect and install Trojan viruses as well as spyware on the computers of suspected criminals. It will be interesting to see how they will stop accidental infection or passing on of this software to non intended recipients.

In a pioneering move by Google, the New York Public Library and the University Libraries of Oxford, Stanford, Michigan and Harvard will have all their non copyrighted books digitally scanned and indexed into the great Google Database in what will be a long term project. Not so well publicised is the non commercial organisation Internet archive who has silently worked with libraries in China, Egypt, India, Netherlands and Canada.

Two big IT Acquisitions going announced this week. The long awaited buyout of Peoplesoft by Oracle which has been plagued by issues at the bargaining table, and the big move by Symantec who will be acquiring Veritas, better known for their backup solutions.

Asimo a second generation robot from Honda has made history in many ways. He has just broken the biped robot running speed, gone on a ministerial envoy with Japanese Prime Minister and attended the State dinner in the Czech Republic. Now Asimo has been inducted in the Robot Hall of fame.



Nokia will be presenting their latest Business Mobile Phones @ATP All ATP Partners and their staff are invited to RSVP to attend in February this session which will include special prices for park Partners. Other Nokia products will also be shown like the digital pen where anything you write will be stored on the pen and synched to your PC. There is a demo unit of the 9500 at ATP Management in Bay 8 and you're welcome to come up and take a look.

VOIP Phone from
www.broadband.com.au



Ring them on x4619 or email Miranda m.wong@broadbandphone.com.au for more information. [Refer to article on Page 1.]

FINAL MESSAGE



Merry Christmas ATP Partners, have a safe, meaningful and happy time and we will catch-up with all of you in the new year, from all of ATP Management & Conference Centre.