

Press Release

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JerseyTalks!

A revolutionary community communications service, called **JerseyTalks!** has today been launched in Jersey, in the Channel Islands.

JerseyTalks! provides local internet users with a complete communications and community information network and uses technology developed by local company, Voice Commerce Group.

As well as powerful communications and messaging features including free PC – PC phone calls **Jersey Talks!** also includes embedded pages filled with information of specific interest to Jersey people. This includes real-time news feeds (including local news from the Jersey Evening Post, Channel Television and the BBC) and links to weather forecasts, air, bus and ferry information, local cinema listings, Island attractions, radio and TV stations and free classified advertisements.

JerseyTalks! includes video and voice mails, and there is access to low cost phone calls to talk to people on regular phones.

JerseyTalks! Software is available free of charge, and can be downloaded from the internet at www.Jersey-Talks.com.

JerseyTalks! can operate on any PC connected to the Internet, so islanders with friends or families in other parts of the world can use the same system to communicate with each other free of charge.

Whilst major companies like Microsoft, Google, Yahoo and eBay battle each other for millions of “disparate global consumers” the **JerseyTalks!** solution takes this technology to the next logical step of using the communications potential of the Internet to serve the needs of a specific community.

President of the Voice Commerce Group Nick Ogden explains:

“Back in the early days of the internet, we all talked about the information super highway. Today with broadband technology, that dream has been realised, but just having fast access to an ever increasing mountain of information simply

leads to information overload. What **JerseyTalks!** does is to bring information useful to local people to their PC's and at the same time gives them rapid and low cost communication tools so that they can talk to each other. Around 40% of all conventional phone calls remain unanswered so delivering voice, video and text mail saves time as well as adding value. Bringing together these technologies in one simple application is, we believe a first. **JerseyTalks!** is constructed using our *WhitePhone* platform which links the power of communication, with appropriate community content and practical collaboration tools. Moreover, it's a logical use of technology as naturally we all talk and communicate around the community we live in."

JerseyTalks! is free to use and the only charge will be for calls made to regular phone numbers. As a launch incentive free voice and video mails are also being included for a trial period.

JerseyTalks! will be running a campaign to encourage islanders to send video Christmas cards this year. Instead of sending off their usual Christmas cards Islanders can send off a personal video or a personalised voice message.

Local advertisers can also benefit from reaching the local community more easily as well as using the **JerseyTalks!** video broadcast capability. Local business will be able to advertise or auction off end of lines quickly, and special offers can be broadcast in an instant.

Deputy Gerald Voisin, President of the Economic Development Committee has given his thought to the opportunity saying, "**JerseyTalks!** is great news for Jersey. It gives the whole community a revolutionary communications service both within the island and with our families and friend overseas and reinforces the need to provide low cost broadband services to all island residents. Moreover, it puts Jersey on the map at the forefront of the internet revolution and showcases our home grown talent. We are proud that Jersey has such entrepreneurial talent."

JerseyTalks! is managed by two local internet entrepreneurs James Martland and Damon Eastwood who have developed the content and will be providing on-site technical support.

Mr Martland and Mr Eastwood commented, "This product is an exciting new information and service portal for Jersey giving islanders not only access to free Internet calls and cheaper phone calls but also providing them with specific information and links relevant to life here on the island. It is a unique way to stay in touch with family and friends and one that will pave the way for future communication strategies."

Customers without broadband will be able to upgrade their connections free of charge via an agreement which has been made with Newtel, the island's largest independent ISP and telecoms operator.

Peter Funk, Managing Director of Newtel said, "Newtel is delighted to support this service in Jersey. We live in an island where internet penetration is very high so it makes sense for **JerseyTalks!** to provide a locally based service which not only allows us to communicate with each other via the internet but also provides the community with information relevant to life in the island.

However, many internet users locally are still using dial-up, so Newtel is allowing people to upgrade their Internet connection to high-speed broadband free of charge which will subsequently allow them to talk online and download large files such as video and voice mails via **JerseyTalks!**".

Nick Ogden concluded, "With our *WhitePhone* technology we can now clearly see the real opportunity for community communications and it doesn't necessarily have to be based around a geographic community. In the USA we have a project using the *WhitePhone* platform to support a TV show and a pop singers fan club. Plans to extend the **JerseyTalks!** community communication platform outside the Channel Islands are already advancing."

Ends.

EDITORS NOTE:

Voice Commerce Group, a Jersey-based company, was established to deliver commercial applications of Voice over IP (**VoIP**) technologies. The team behind Voice Commerce is led by Nick Ogden, who founded **WorldPay**, and Peter Grant, who helped him build it to become one of the leading Internet payments systems by the time it was sold to the Royal Bank of Scotland in 2002. The Group's principal products include **WhitePhone** (www.whitephone.com), which is a brandable Internet community communications system, and **Hello**, which enables any web site to be voice-commerce enabled in a matter of minutes by embedding a link which users just click to talk to the site operator. www.voice-commerce.com

Newtel Solutions

Newtel is an alternative telecommunications carrier offering a range of voice, data, Internet and video services in Jersey and Guernsey. Newtel currently offers residential and business broadband services in Jersey and Guernsey under the Newtel brand, as well as through its wholly owned subsidiaries Localdial and Guernsey.Net. It has nearly a 20% market share in each island. The Group has been in operation since 1988 and was awarded a Public Telecommunications Operators licence in Guernsey in November 2002 and in Jersey in January 2003. Further information about Newtel can be found at www.newtelsolutions.com.

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