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FOR IMMEDIATE RELEASE

VoIP Providers Using IP-Based E911 as Cost-Effective, Competitive Differentiator

E911 is commanding even greater attention in the voice-over-IP (VoIP) market as Monday's FCC ruling became more stringent and reports of casualties related to VoIP E911 limitations are publicized. Not only could the liability of ignoring emerging 911 capabilities be disastrous for a VoIP company, sales could also suffer as consumers are beginning to seriously evaluate 911 functionality in their voice buying decisions. To be competitive, VoIP companies are getting in front of FCC compliance and consumer-demand for public safety. Historically, 911 technology enhancement was cost-prohibitive for VoIP providers, but rising IP-based E911 companies are allowing them to compete both on technology innovation and price due to a lower cost infrastructure.

E911 companies are catering to the safety-conscious market. VoIP providers are using companies like VIXXI Solutions, an IP-based, nationwide E911 provider that focuses heavily on product innovation. They have developed efficient geospatial technology that far exceeds current compliancy standards while reducing costs for VoIP providers. In addition to supporting nomadic VoIP users, they provide unlimited caller-customized data, such as pre-existing health conditions, to a public-safety answering point (PSAP). Additionally, they offer the ability to simultaneously notify relatives when a 9-1-1 call is made, with strong implications for the elderly living alone or parents of traveling teenagers.

These VoIP providers can now improve their time-to-revenue and the safety of their customers with immediate address validation in the 911 master street address guide (MSAG). The new internet-based technologies additionally allow for real-time PSAP boundary updates ensuring correct call routing, a current FCC ruling. Also for compliancy, VIXXI uniquely provides their VoIP customers with 711 (deaf relay).

"It's important for VoIP companies to understand the risk of not providing the best E911 technology available, both from a liability and sales perspective. Consumers are considering 9-1-1 functionality and their family's safety when selecting a VoIP provider," said Stefanie Linnemann, Marketing Analyst for VIXXI. "The good news is that VoIP providers can protect their customers with minimal time and resource investment. Efficient IP technology saves our customers 20% or more off their current E911 costs."

While E911 historically has been a challenge that comes with the territory for VoIP providers, companies like VIXXI are making it easy to provide exceptional E911 functionality at aggressive prices. E911 is no longer a necessary distraction from a VoIP provider's core business; it has evolved into a means for VoIP



companies to quickly and cost-effectively differentiate themselves in an area of high priority for voice consumers.

About VIXXI Solutions, Inc.

VIXXI uses the technology of the Internet to reduce cost per telephone number for any voice, video, data, or telematics provider. The comprehensive solution cuts time and resource expenditures and is Next Generation compliant. The architecture is scalable, supporting feature and functionality growth on a single platform for all emerging applications, including E911 text messaging and mobile user address identification. The entire US and Canada are covered and new subscribers can be turned-up instantaneously, reducing time-to-revenue.