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SIP Featured Article

August 20, 2008

SIP PRINT: Call Recording is Now Affordable for SMBs



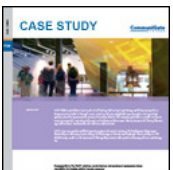
By Rich Tehrani
President and Editor-in-Chief

Complying with government regulations, and establishing another layer of legal protection, are two benefits of call recording. But for many small and medium-sized businesses (SMBs), the cost of a call recording solution is prohibitive.

Enter SIP PRINT LLC, a company that offers an affordable call recording solution for Session Initiation Protocol (SIP)-based VoIP phone systems. Unlike offerings from traditional vendors, SIP PRINT's appliance comes with a single, fixed price for the system — no per channel or per line fees. It works with telephony hardware from Aastra and Allworx.

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I asked Don Palmer, CEO at SIP PRINT, for his perspective on how SIP is impacting the IP communications market, and more specifically how his company's product is changing the game for SMBs.

RT: What has been SIP PRINT's biggest achievement in 2008 so far?
DP: The evolution of the worlds first "true" pure SIP call recording platform that will revolutionize the call recording industry and designed especially for the small to medium-sized business (SMB) market.

RT: What can we expect to see from SIP PRINT for the next 12 months?
DP: SIP PRINT will develop into the worlds largest call recording product within the VoIP/SIP technology industry. We expect SIP PRINT to quadruple its sales.

RT: How do you see the communications market evolving?
DP: The evolution of SIP technology will take over the world of communications.

RT: What companies made the biggest contribution to communications this year?
DP: Allworx, Fonality ([News - Alert](#)) and SIP PRINT.

RT: How has Google changed the communications technology industry?
DP: By making it possibly to easily access to all types of information within seconds.

RT: How about Apple ([News - Alert](#))?
DP: Apple's most important contributions have been to the handheld devices market.



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- Video Conferencing
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- Virtual Contact Center
- Virtual Numbers
- Voice Broadcast
- Voice Peering
- Voicemail Replacement

RT: What mobile phone(s) do you use?
DP: Sprint ([News - Alert](#))/Nextel

RT: What do you think the communications market might look like in five years?
DP: SIP will have taken over.

RT: What will attendees see in your booth at ITEXPO ([News - Alert](#)) this September?
DP: We will be exhibiting SIP PRINT, the best product ever developed in the recording industry.

RT: What sorts of companies should come to your exhibit?
DP: Every business that is involved with VoIP/SIP and requires call recording to itself financially and legally.

RT: Why should customers choose your company's solutions?
DP: SIP PRINT is the worlds only pure SIP-based call recording platform geared toward pure SIP appliances and all hybrids that can have SIP interface. SIP PRINT is priced for the SMB market so these companies can take advantage of a feature that in the past was too expensive.

RT: Please make one surprising prediction for 2009.
DP: SIP will move forward faster than expected. SIP appliances like those from Allworx will take over more of the market share of legacy companies like NEC and Avaya ([News - Alert](#)). And, SIP PRINT will be on the front cover of a TMC magazine!

Learn more about SIP PRINT LLC at [Internet Telephony Conference & EXPO](#) — the biggest and most comprehensive IP communications event of the year. ITEXPO will take place in Los Angeles, California, September 16-18, 2008, featuring three valuable days of exhibits, conferences, and networking opportunities you can't afford to miss. Visit SIP PRINT at booth #444 in the exhibit hall. Don't wait. [Register now!](#)

[Rich Tehran](#) is President and Group Editor-in-Chief of [TMC](#). In addition, he is the Chairman of the world's best-attended communications conference, [INTERNET TELEPHONY Conference & EXPO \(ITEXPO\)](#). He is also the author of his own communications and technology [blog](#).

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 One Technology Plaza, Norwalk, CT 06854 USA
 Ph: 800-243-6002, 203-852-6800; Fx: 203-866-3326
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