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Disruptive Technology Is Sweeping Through the Telecommunications Industry

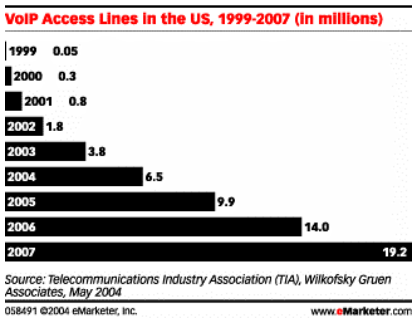
Tom Cordell of Spectrum Communications Illustrates How Companies Can Take Advantage of VoIP Networks

ALBUQUERQUE, NM — May 31, 2007 — Disruptive technologies are those that dramatically change the way we live and the way we conduct business. Recent examples include the Internet, wireless communications, handheld devices, and GPS tracking systems. Now, Voice over Internet Protocol (VoIP) is on the verge of having a similar impact in the business world. VoIP is sweeping through the telecommunications industry at an astonishing rate and in order for companies to prepare for the future it's critical for them to take a hard look at this technology today.

Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network. For example, VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges.

In addition to substantial cost savings, VoIP networks provide companies with extensive flexibility. Traditional phone service simply doesn't match the advanced features offered by VoIP. Unlike early versions of the technology, today's VoIP service offers much greater voice clarity and advanced features such as conferencing, busy lamp keys, caller ID, paging across the network and intercom keys. Furthermore, employees who use VoIP are more productive regardless if they're at home or on the road. They can place and answer calls from any location using a VoIP handset.

Growth expectations are extremely positive for VoIP. According to the Telecommunications Industry Association and Wilkofsky Gruen and Associates, VoIP access in the US will rise from 6.5 million lines this year to 19.2 million by the end of 2007.



The crucial decision in making the move to VoIP is selecting the right network. It's an extremely difficult task for IT departments to purchase equipment and simply plug into the Internet. Just because one can turn voice into data and connect to the Internet does not mean the call will be a success. In order to communicate using VoIP from any location whether in the US or overseas, companies have to use a private network to ensure proper connection. A provider's coverage is of particular importance. For example, if coverage is not available in specific areas employees may not be able to make calls to customers and vice versa.

VoIP is here and companies are tackling this important decision today to ensure their communications tomorrow. This disruptive technology has the awesome capability of increasing profitability and giving companies a competitive advantage in their marketplace. Soon, operating a business without VoIP will be like trying to market without a web site. The time is now and the future is VoIP.

ABOUT SPECTRUM COMMUNICATIONS

Founded in 1985, Spectrum Communications is a locally owned, full-service technology company servicing New Mexico with offices in Santa Fe (505) 474-4100 and Albuquerque (505) 888-6464. As technology marches on, digital voice and data networks have "converged" into integrated computer/telecommunications systems that offer many advantages versus traditional analog telephone systems. By employing these latest technological advances, businesses will help to ensure their success – improving their productivity and increasing their "bottom line". Spectrum Communications evaluates the communications needs of its customers/partners and implements customized state-of-the-art technology solutions. Through emerging technology we help our clients gain a competitive edge and increase their revenues.

To implement these solutions, Spectrum Communications employs staff who are licensed and certified and are experienced in the installation and repair of low-voltage cabling,

traditional telephone and voice mail systems. Spectrum holds a New Mexico Contractor license and is insured and bonded. Spectrum is a Microsoft Partner and a certified dealer for ShoreTel (pure VOIP solutions), NEC (converged solutions) and Vodavi (traditional), offering communications systems that can accommodate large VoIP solutions with multiple sites. Customers are thoroughly trained in every component of their system by Spectrum Communications highly experienced customer service team.

The company's local dispatch center delivers round-the clock service to ensure system reliability. Spectrum Communications also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 2 hours.

For more information on Spectrum Communications, call (505) 474-4100 or visit www.spectrum-nm.com.