



## **REACH Enhances Voice Services with New Ericsson Voice Switching Systems**

For Immediate Release

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HONG KONG -- REACH, Asia's leading international wholesale carrier, announced today that it has provisioned two new Ericsson AXE Voice Switching Systems in Hong Kong as part of a major program to enhance its voice network and services.

The state-of-the-art switches will provide REACH with the capabilities to support existing and future advanced services, allowing it to serve local and global customers better. Developed jointly by REACH and Ericsson, the new switching systems have full Intelligent Network functionalities and are capable of supporting next-generation networks and IP-enabled, multimedia services.

"The new Ericsson switching systems will provide REACH with a definite advantage over other wholesale voice carriers in terms of future service planning and implementation," said Barbar Mennah, Director of Voice Services with REACH. "With the introduction of 2.5G and 3G wireless multimedia services, and other IP-enabled advanced voice services, it is important for carriers such as REACH to provide the latest technology that enables our customers to offer new services to end-users."

"At REACH, we believe in making sound investments in the best technology available. This enables us to offer the highest level of services to our customers," said Mennah. "The adoption of the new systems is a confirmation of REACH's leadership in technological innovation and our commitment to deliver the best solutions to our customers."

REACH is already one of the world's largest voice carriers and Asia's leading carrier of combined voice, IPLC and IP data services. The new Ericsson switching systems will further strengthen REACH's leadership position in the industry, said Mennah.

"Ericsson has had a long working relationship with REACH and this new development will no doubt bring the two companies closer," said Ulf Ewaldsson, Deputy Managing Director of Ericsson (Hong Kong). "We are very pleased to have the opportunity to work with REACH to enhance its network and service offerings to customers. The AXE Voice Switching System is built on state-of-the-art hardware and utilizes the same platform as our voice over packet solutions, making it ENGINE-ready from initial deployment," Ewaldsson noted.



## **About REACH**

REACH is an Asian-focused international carrier providing global connectivity services to other carriers and service providers. A 50-50 joint venture between Telstra and PCCW, REACH is Asia's leading international wholesale carrier of combined voice, IPLC and IP data services, operating the most diverse high-speed network in the region. REACH is also one of the world's top ten carriers of international voice traffic.

REACH's services include an extensive portfolio of voice, data, IP and satellite connectivity solutions. The company has interests in more than 40 submarine cable and satellite systems (including Asia's largest teleport) and operating licences and landing rights in North America and Europe.

REACH is headquartered in Hong Kong with a significant presence in Australia and substantial businesses across Asia, North America and Europe.

## **About Ericsson**

Ericsson is shaping the future of Mobile and Broadband Internet communications through its continuous technology leadership. Providing innovative solutions in more than 140 countries, Ericsson is helping to create the most powerful communications companies in the world.

For further information, please contact

Tim Smart, Marketing and Communications Manager, REACH  
Tel: +852 2883 3966, e-mail: [tim.smart@reach.com](mailto:tim.smart@reach.com)

Connie C. Ling, Communications Manager, REACH  
Tel: +852 2883 2435, e-mail: [connie.cs.ling@reach.com](mailto:connie.cs.ling@reach.com)

Rebecca Tong, Marketing Communications Manager, Ericsson (Hong Kong)  
Tel: +852 2590 2556, e-mail: [rebecca.tong@ericsson.com](mailto:rebecca.tong@ericsson.com)