



FOR IMMEDIATE RELEASE

Press Contact:

Wymond Choy
InnoMedia Inc.
1 408 432-5474
wchoy@innomedia.com

InnoMedia's ESBC 8528-4B with *Smart-DQoS*™ Technology Added to Product Offering by Net2Phone

Will Facilitate Integrated Service Offering of SIP trunks, IP Centrex and High-Speed Data on Cable Networks.

San Jose, CA and Newark, NJ – September 7, 2010 – InnoMedia and Net2Phone today announced immediate plans to offer the InnoMedia ESBC 8528-4B to Net2Phone's cable customers.

The InnoMedia ESBC 8528-4B with **Smart-DQoS**™ technology is the first product of its kind to address the integrated service offering needs of cable operators. It is an ideal demarcation solution to deliver SIP Trunking and hosted voice telephony as well as broadband Internet service to enterprise customers. Embedded in a cable modem supporting end-to-end QoS, the eSBC allows cable operators to immediately deliver uncompromising call quality without the need for network-based policy servers.

The ESBC 8528-4B is an Enterprise SIP Gateway (ESG) which includes embedded Session Border Controller (eSBC), among other functions for MSOs. Using B2BUA and QoS management technologies, InnoMedia's ESBC 8528-4B is the first offering with device-initiated DQoS over DOCSIS cable networks to deliver QoS managed SIP trunks. Located at the network edge, the ESBC 8528-4B enables NAT and firewall traversal, permitting VoIP traffic to enter the network while preventing unauthorized access. The ESBC 8528-4B supports SIP normalization and ensures interoperability with enterprise customer equipment, such as an IP-PBX or IP Phones.

"We have been looking at ways to extend our service offering from our flagship VoIP residential and hosted business services products into the enterprise market space. The InnoMedia ESBC device integrated easily into our solution. We can now offer our clients a way to bridge the gap between legacy infrastructure and today's emerging technologies to serve this market segment," said Natasha Stone, VP Business Development at Net2Phone/IDT.

"With cable system momentum shifting from residential to enterprise, the launch of InnoMedia's ESBC 8528-4B with **Smart-DQoS**™ by Net2Phone couldn't have come at a better time," said Shailesh Patel, Sr. Director Product Management at InnoMedia. "I am looking forward to further solidifying our relationship with Net2Phone. Utilizing our line of ATA and eMTA products, Net2Phone has delivered quality VoIP services for many years."

The InnoMedia ESBC 8528-4B features an internal backup battery with telemetry, an external UPS port, a 4 port switch, 4 FXS POTS/fax ports, a DOCSIS 2.0 cable modem, and firewall by-



pass ports. It supports Back to Back User Agent (B2BUA), SIP ALG, SIP Registrar, Profile-based SIP Header Manipulation, monitoring features, and business friendly primary line VoIP FXS ports.

For more information, go to:

http://www.innomedia.com/products_cable_esbc8528_features.shtml

About InnoMedia:

Founded in 1995, InnoMedia is a privately owned multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet, broadband access IP Telephony, and SIP Trunking solutions to Cable MSOs, broadband service providers and distribution partners. InnoMedia has the most advanced, award-winning portfolio of IP Telephony solutions available in the market today, delivering high-quality voice and video over any IP network. For more information on InnoMedia, visit the company's website at www.innomedia.com.

About Net2Phone:

A pioneer in the VoIP Industry, Net2Phone was founded in 1995 and is recognized as the first company to bridge the Internet with the PSTN. Today, Net2Phone serves over 300,000 digital phone subscribers through its global partners. Net2Phone's Cable Technology division provides cable operators with fully managed telephony solutions. For more information, visit: www.net2phone.com/cable.

Net2Phone is a subsidiary of IDT Telecom, a division of [IDT Corporation \(NYSE: IDT, IDT.C\)](#). IDT Telecom develops and deploys cutting edge communications technologies to lower costs and improve voice quality for consumers, businesses and wholesale carriers. For more information, visit www.idt.net.

About **Smart-DQoS™** Technology:

Smart-DQoS™ is InnoMedia's exclusive Device-initiated DQoS technology which enables edge devices to intelligently initiate and manage DOCSIS UGS service flows based on user and signaling events, thus instantly allowing end-to-end quality of service.

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In this press release, all statements that are not purely about historical facts, including, but not limited to, those with the words "believe," "anticipate," "expect," "plan," "intend," "estimate," "target" and similar expressions, are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All forward-looking statements and risk factors included in this document are made as of the date hereof, based on information available to InnoMedia, Net2Phone and IDT as of the date thereof, and neither InnoMedia, Net2Phone nor IDT assumes an obligation to update any forward-looking statements or risk factors.