

# Atreus Systems Receives Internet Telephony(TM) Magazine TMC Labs Innovation Award for 2006

## Atreus' Innovation in VoIP and IMS Provisioning Secures Prestigious Award

OTTAWA, Canada – Sept. 11 (SEND2PRESS NEWSWIRE) – Atreus Systems(TM), the leading supplier of provisioning software for VoIP, IMS and advanced IP service bundles, announced today that Internet Telephony magazine has named Atreus' IP Provisioning Software as a recipient of the 2006 TMC Labs Innovation Award.



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"Atreus has clearly demonstrated to the staff of TMC Labs that Atreus' IP Service Provisioning software is truly innovative in the burgeoning VoIP/IP telephony industry. Never before in this industry has there been a greater need to highlight the most inventive VoIP products and services," said Rich Tehrani, Group Publisher and Editor-in-Chief of INTERNET TELEPHONY.

"The TMC Labs Innovation Awards are based solely upon the uniqueness of the company's offering or how pioneering the particular product or service is," said Tom Keating, CTO and TMC Labs Editorial Director. "Atreus deserves this great honor for creating a "first-of-its-kind" IP Provisioning product that

solves key VoIP and IMS service delivery challenges. I look forward to seeing other innovative solutions from Atreus as they continue to contribute to the future of the VoIP/IP telephony marketplace.”

“We’re honored to be selected by Internet Telephony magazine as it validates our innovation in helping service providers become operational quickly with VoIP and IMS-based applications,” said Andrea Baptiste, CEO, Atreus Systems. “The industry’s top carriers and resellers continue to rely on our innovative IP Provisioning solutions as it helps them address the critical business and operational challenges in successfully turning up and managing advanced offerings.”

### **Become Operational Quickly with VoIP and Rich IMS-based Applications**

Having established itself as the leading supplier of provisioning and activation solutions for VoIP and next-generation IP services, Atreus enables providers to rapidly develop, deploy, manage and charge for converged voice, data, and multimedia applications. Atreus is currently working with several leading carriers to launch offerings that include IP Telephony, Presence, Multimedia Conferencing, Hosted Call Center, Unified Messaging, and Voice Networking. Service providers recognize the need to augment legacy networks with a compelling mix of value-added voice, video, and data services and view Atreus’ innovative solutions as critical to becoming operational quickly and reaching this goal.

Visit Atreus at booth 261 of the Voice on the Net Conference in Boston, MA, from September 11-14, 2006. Learn how Atreus is helping communications providers win new business and lower costs with Atreus’ automated provisioning and customer self-management solutions for VoIP, IMS and advanced multimedia applications.

### **About TMC(R)**

Technology Marketing Corporation (TMC) publishes four print publications: Customer Interaction Solutions, INTERNET TELEPHONY, SIP Magazine and IMS Magazine. TMCnet, TMC’s Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 1,400 sites in the world by alexa.com\*, TMCnet serves more than one million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO, The VoIP Developer Conference, VoIP Demo, IMS Expo and Call Center 2.0 Conference. TMCnet.com publishes more than 15 topical online newsletters. For more information about TMC, visit [www.tmcnet.com](http://www.tmcnet.com). (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

### **About Atreus Systems**

Atreus Systems(TM) is the leading supplier of provisioning software for VoIP, IMS and advanced IP service bundles. Atreus is the vendor of choice for the delivery of advanced IP services by leading providers, including Qwest, Telus, Aliant, Voila IP and Xspedius. Atreus has formed strategic partnerships with BroadSoft, Ericsson, Level 3, Sonus and Sylanro,

delivering carrier-class reliability and scalability for VoIP, IMS and advanced IP bundles. For more information, visit [www.atreus-systems.com](http://www.atreus-systems.com).

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