

**Press Information
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ProVu enables zero-touch configuration for AVM FRITZ!Box

ISP's and End-Users benefit from new Auto-Configuration service

Huddersfield/Berlin, 20 November 2008 - The new auto-configuration solution from ProVu helps service providers to reduce deployment costs for AVM's VoIP enabled Internet access devices. The new partnership between ProVu Communications Ltd, the leading independent VoIP distributor and Berlin-based communication specialist AVM, also includes distribution of the new range of award winning FRITZ!Box Internet access devices.

A ground breaking, all-in-one internet access device that supports the latest TR-069 device management standard, has been launched in a new partnership between ProVu Communications and AVM. ProVu's 'zero touch' installation service for the FRITZ!Box, will be welcomed by VARs and ISPs in the UK. The new partnership is leveraging the new device management standard TR-069 by the Broadband Forum to significantly reduce deployment costs and minimise support costs for ISPs.

ProVu, renowned for their expertise in supplying VoIP CPE to ISPs and ITSPs, have identified the initial configuration process as being a major obstacle for people wanting to install VoIP telephony. Studies show that 95% of all support calls taken by Internet Service Providers are during the initial installation and configuration of an internet access device.

Utilising their in-house developed Automated Configuration Service (ProSys) ProVu are able to offer ISPs a fully automated "zero touch" solution for the supply, installation and on going management of the FritzBox ADSL access devices.

The launch of the FRITZ!Box combined with ProVu's automated services will prove a huge benefit to the dozens of Internet service providers in the UK, who each have their own settings and configurations.

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The key benefits to service providers for this new partnership are:

- Automated order processing
- Zero touch configuration for the end user
- Considerably reduced deployment costs for ISPs
- Drastic reduction in support calls relating to initial set up and configuration

Announcing the agreement ProVu's Ian Godfrey said, "We are delighted to partner with AVM. Their FRITZ!Box products compliment our range of high quality VoIP CPE and at the same time enable our ISP and ITSP customers to utilise our "ProSys" automated delivery and configuration services for ADSL devices."

Matthew Tyler of AVM commented "ProVu's leading position in servicing the ISP and ITSP market will rapidly help us promoting our FRITZ!Box ADSL devices as a key product in the UK market."

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NOTES TO EDITORS

About ProVu:

ProVu, based in Huddersfield, West Yorkshire, service the ISP / ITSP, reseller and system integrator markets, supplying leading brands of VoIP hardware such as Snom, Siemens, Linksys and Cisco; key to their success is technical expertise and deliverability, providing best of breed pre-configured products, backed by in-house technical support and returns management. Fulfillment and Provisioning (F&P) is a key ProVu offering, allowing ISPs and VoIP service providers to have configured products delivered rapidly to their end users, in a very cost effective and reliable manner. Using ProVu's automated CPE fulfilment service offers ISPs major advantages with significant cash flow and logistic benefits. More information at www.provu.co.uk

About the Broadband Forum:

The Broadband Forum (formally known as DSL Forum), is a world wide consortium of about 200 companies which are part of the different divisions of the telecommunication and information technology sector. More information at www.broadband-forum.org

About AVM

AVM develops and manufactures products for your broadband connection. The Berlin-based communication specialist has received numerous awards for its innovative FRITZ! family. FRITZ! enables fast, user-friendly ADSL access, easy networking, inexpensive Internet telephony and versatile multimedia applications. Founded in 1986 in Berlin, AVM is one of the top two providers of ADSL devices in Europe. With over 50 percent of the market share, it is the leading manufacturer in Germany, Europe's largest market. AVM has 460 employees and generated a turnover of € 280 million in fiscal 2007.