



**Press Contact:**

InnoMedia Incorporated  
Wymond Choy 1 408 432-5474  
[wchoy@innomedia.com](mailto:wchoy@innomedia.com)

**FOR IMMEDIATE RELEASE**

## APOL launches IP Telephony Service in Taiwan with InnoMedia VoIP Gateway

### *iCall Service begins a New Era of Broadband Telephony Service*

Milpitas, CA (August 10, 2004) – InnoMedia, Inc., today announced that APOL (Asia Pacific Online), a Chinese 3G and Internet Service Provider, has chosen InnoMedia end-user devices for its **iCall** broadband telephony service. iCall subscribers will enjoy high-quality broadband voice service with InnoMedia's MTA3328R, a SOHO Router gateway which serves both voice and NAT router functionality.

The model MTA3328R adopted by APOL for its iCall service fulfills both small business and residential broadband IP telephony requirements. Connecting to any standard analog telephone sets, the MTA3328R allows iCall subscribers to enjoy all the benefits of broadband IP telephony. The InnoMedia MTA3328R, utilizing advanced voice compression algorithms, lets subscribers conduct 3-way conference calls with crystal voice clarity, with no echo, no noise, and no jitter.

In addition to unlimited on-net calls, iCall grants regular fixed-line E.164 numbers to subscribers and therefore lets PSTN users make calls to iCall subscribers, and vice versa, with economical connection fees. iCall subscribers are able to save money on phone service without the need to change dialing behaviors or give up the universal connectivity they are accustomed to.

Most SME customers today subscribe to broadband Internet service with a single IP address for budgetary purpose. MTA3328R supports NAT functionality to have voice and data service running on a single IP connection line, and allows simultaneous Internet access for up to 5 PCs. Its built-in voice QoS function guarantees the bandwidth required for crystal clear voice calls even while surfing the web or



downloading files.

“To provide APOL iCall subscribers the best voice service, we tested many CPE devices provided by tens of vendors. We choose InnoMedia as our preferred partner, because we were convinced by InnoMedia’s advanced technology in IP telephony solutions, and their responsiveness and professionalism,” said James Jang, President of APOL and EBT Telco Group. “We are pleased to work with InnoMedia and hope to exploit the IP Telephony market with quality products delivered quickly to our customers.

Nan-Sheng Lin, President of InnoMedia said, “We are pleased to be partnering with APOL, the most recognized 3G and Internet broadband service provider in the Asia Pacific Region. By employing MTA3328R, the SOHO Router VoIP+NAT gateway, APOL may offer revolutionary end-to-end broadband voice services to the public. We are so glad to participate in this superior plan to launch a new era of broadband IP telephony service in the region.”

#### **About InnoMedia**

Founded in 1995, InnoMedia, Inc. is a privately held multinational organization with operations in the United States, Singapore, Taiwan and China. The company delivers Internet and broadband access IP telephony solutions to broadband service providers, as well as OEM 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](http://www.innomedia.com)

About APOL.

[APOL \(Asia Pacific Online\) is a wholly owned subsidiary of EBT \(Eastern Broadband Telecom\), one of the four licensed fixed line type 1 telecommunications service provider in Taiwan.](#)

To lead Taiwan into the new broadband communication era, APOL has developed integrated Internet access and data center services with advanced technologies and high quality, combined with the prevailing resources from EBT, to help businesses build a successful beginning in the new millennium. To know more about iCall Service, please visit APOL iCall web site at <http://dial.apol.com.tw/icall>. For more information on APOL, visit the company web site at <http://www.apol.com.tw/english/index.html> .