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Voice Commerce Group launch “Busta” the world's first browser based VoIP “Mobile” Phone that includes “Gadgets” for Google, Microsoft Windows Live Beta and NetVibes.

Busta is the VoIP equivalent of the “Hotmail” email system that is used by 187 million internet users; Busta requires no software application download, merely the addition of a small active X component to the browser to work. This makes Busta probably the first and smallest Internet-based mobile phone which includes a range of functions including “Follow You” capabilities ensuring that contacts and messages and your Busta Phone are instantly accessible a browser.

Busta can make and receive phone calls just from your web browser, all you need is an email address and even your messages and contacts will just “Follow You.”

To make or receive Internet calls and messages including video mail is free, calls and SMS text messages to regular phones are charged at very low rates

By adding a Busta “gadget” into your Google or Microsoft Live home Page or Netvibes eco system you can easily and always stay in touch.

Voice Commerce Group has pioneered voice over the Internet (VoIP) developments since 2003 including the world's first “Follow Me” service believes that Busta and its range of “gadgets” and “Follow you” solutions will transform the VoIP marketplace by making VoIP instantly and freely mobile and accessible anywhere.

Personal Address books and messages including video mail all “Follow you” so that can get access to them through Busta.com using any computer with a browser. Even if you can't make or take that call at that computer you can always reply to messages or send a low cost instant text.

Freddy Mini, Chief Operating Officer of Netvibes commented, “We're delighted to see initiatives such as the Busta system from Voice Commerce join our ecosystem which, with our worldwide coverage, makes us a fast and powerful distribution vehicle”

Nick Ogden, President of Voice Commerce Group said, "The Internet voice marketplace is changing rapidly and we have been surveying our customer base which includes customers in over 200 countries for the past two years in order to understand user trends and demands. People want access wherever they are to their calls, contacts and messages without memory sticks, large software downloads and compromised use of their computers and broadband connection. They also prefer a single account to manage all their calls, on-line or in the home and in due course they expect that this single account could manage other aspects of their online lifestyles.

Of major importance was also the requirement to make free online or internet calls to anyone, irrespective of their service provider. Voice Commerce Group developed 'FastTalk' in 2005 as a technology that simply allows you to enter an email address, phone number or SIP address which connects you for at no cost to an increasing number of SIP standard service providers. Nick Ogden added "A service isn't free if you are locked into a single provider however a service is free if you can choose your own provider and then talk to anyone else on their chosen service provider at no cost."

BUSTA stands for Browser Unified Sip Telecommunications Application and is a component of an ongoing development program within the Voice Commerce Group whose Engage IMS platform already powers a wide range of voice enabled solutions that include click to call advertising, interactive broadcast advertising and desktop VoIP technologies. Busta "gadgets" which are only 140Kb in size are being built to operate in Chinese, Japanese, Arabic and the European Languages.

Busta gadgets and browser tools can be found at www.busta.com.

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For further information, or to arrange interviews, please contact Adam Riddell at Crystal Public Relations on tel. +44 (0) 1534 618613 or e-mail adam@crystalpr.co.uk

Background on Nick Ogden and Voice Commerce Group

Nick Ogden has been involved in the IT industry since 1985. In 1993, he founded Multi Media Investments Limited, a technology research and development company which launched the Internet in the Channel Islands in 1994. This led to the construction of Europe's first on-line store in October 1994 and the development of the and first bank endorsed e-commerce initiatives BarclaySquare, in 1995.

Nick founded the multi-currency processor WorldPay and led the company through its growth to over 270 employees with 20,000 customers in 120 countries and processing transactions in excess of \$2bn per annum. He invented the internet payment guarantee in 2001 guaranteeing Internet transactions for consumers and businesses.

Nick was a finalist in the UK Ernst and Young Entrepreneur of the Year Award in 2000 and 2002. In 2003 Nick laid started to build the Voice Commerce Group. In 2004 Nick was selected as part of the "Internet Decade" an event organised to recognise the contribution of around 100 individuals for their input and influence on the development and growth of e-commerce and the internet in the UK over the previous ten years and was nominated for the Computer World Global IT Leaders award in 2006.

The Voice Commerce Group website can be found at www.voice-commerce.com

