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CastAlive and Busta take a lead in the Click to Talk arena to encourage open standard internet voice communications, challenging the ambitions of Ebay and Skype.

Castalive adds instant click to call capability giving internet based businesses the ability for their customers to talk to them using regular phones or VoIP (Voice over Internet). CastAlive VoIP click to call now includes a free Busta mobile phone option. Busta SIP based phone technology requires a single small install to create a browser VoIP capability that can then connect to any SIP phone anywhere.

CastAlive has added an instant sign up service to its click to call system. Now any business anywhere can add a click to call button to their website in a matter of hours. Click to talk and or click to call works by allowing website visitors to either enter their phone number into a simple form to create an instant free call to the website that they are looking at. Calls can be made from any phones or over the internet using VOIP.

Click to talk generates real business as customers can talk to the website operator in exactly the same way as they talk in a real world store. Often complex websites can't answer all the questions that customers have, or more often, the customer simply doesn't read or can find the information that they want. By introducing a click to talk option, customers can choose to talk to a business they probably want to buy something from.

If the web customer has a voice enabled computer, they can use VOIP to make a free call to the business. The VOIP call can connect to the website business normal phone, or directly to their computer systems if required. CastAlive offers a free business Voip phone system that also includes an integrated CRM option to manage customer queries.

Web customers that use CastAlive to connect to a business using VOIP download a small 140kb active X component to make their free call. Once that call is over they can use the same active X component to make any call they like including low costs PSTN calls. The Castalive Active X component is based on the Busta Internet Mobile phone system, and to create a Busta account simply requires a quick registration.

Nick Ogden, President of the Voice Commerce Group who own CastAlive and Busta commented "We see an opportunity for an open standard, inter-operable, browser based internet phone which is easy to download and install and can link to any web site. Using either CastAlive or Busta, businesses and consumers alike benefit from a simple communication solution that just works and rather like Flash or QuickTime, we expect

that open based SIP systems, which include CastAlive and Busta, will become the defacto communication standard. As this happens we can just have one browser plug in that lets us talk on the internet to anyone, a bit like the way the existing phone networks work today.”

CastAlive and Busta all use SIP technology, the VOIP open standard. Busta and CastAlive are less than 1% of a Skype phone proprietary software download.

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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

