Busta gets Foxy

Busta, The Internet Mobile Phone can now turn a Firefox browser into a complete Internet phone in a matter of seconds, delivering free internet calls, low cost calls to regular phones and integrated messaging. By adding the Busta Sidebar extension to Firefox, Busta works whenever the browser is open, making other soft phones such as Skype potentially obsolete.

Busta is the fast growing open standard Internet Phone system that is mobile and works by integrating small software plug-ins to web browsers. Busta was launched in early September 2006 and is now in use in over 200 countries. Busta for the Microsoft Internet Explorer Platform is only 140Kb in size and now Busta has gone Foxy with the Mozilla Firefox Browser and has developed a complete integration into this popular browser whose market share is steadily growing. The Firefox Busta phone is substantially more intelligent that the model developed for Microsoft Internet Explorer and actually becomes a complete "soft phone" once a 7Kb side bar is added. The Busta sidebar feature allows the browser to receive inbound calls, irrespective of the web page that the user is navigating to, and when a call is received, a small call alert appears. If a call isn't answered voicemail is included as a standard free feature and voice messages can be collected from any computer anywhere by just logging into an individuals Busta Account.

Nick Ogden, President of the Voice Commerce Group who own and operate Busta commented "Busta, is an open system, and is challenging hard the proprietary network soft phones, such as Skype, which if they don't change soon to an open system, could become obsolete. Busta uses SIP, the emerging standard for Internet communications, and this means that our customers can talk to anyone else using the same standard. Busta is also mobile, and the integration that we have built into Firefox delivers a complete browser phone, that only uses your computing and network resources when you choose all from a 270 kb software download. You can install Busta for Firefox and talk, text and access all your contacts and voice mail from virtually any computer anywhere. Busta is also the same system that is now being used by an increasing number of businesses that are voice enabling their web sites, so if you visit a voice enabled commerce site, for example using our CastAlive technologies, you can talk, instantly"

Busta technologies are evolving rapidly and changing the pre-sets of the voice and messaging over internet marketplace. With modules already functioning in Google, Microsoft Live and a range of Social Networking environments including NetVibes, MySpace and Linked In, Busta is starting to spread fast, and with a white-label version option offering a "powered by Busta" solution already in beta testing in the Voice Commerce Group, WhitePhone environment any net property wishing to deploy internet telephony to its user base or membership will soon have a same day solution.

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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