



VoIP 2.0

The World's Largest International VoIP Marketplace

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IntelliCom Analytics to Present Conference Session at INTERNET TELEPHONY Conference & EXPO East 2006

Barry Marks to discuss VoIP Security; Mark Ricca to lead SIP Session at Leading VoIP Event in Fort Lauderdale – Broward County Convention Center

TMC today announced that Barry Marks and Mark Ricca have accepted invitations to present sessions titled, **Back to School with VoIP Security** and **Why SIP Will Dominate** at TMC's INTERNET TELEPHONY® Conference & EXPO East 2006 on January 27, 2006 at the Fort Lauderdale – Broward County Convention Center.

INTERNET TELEPHONY® Conference & EXPO, held January 24-27, 2006, is the world's largest and best-attended VoIP trade show. Last October, the show drew over 7,000 buyers and sellers of VoIP products and services to Los Angeles. For this upcoming January show, TMC projects total attendance to exceed 8,000.

Emphasizing the importance of the security session, Marks added, *"Security remains a top-of-mind issue to the majority of IT and Telecommunications Executives. This issue has increased, not decreased, with the growing migration to various forms of IP Telephony and VoIP."*

The SIP session likewise addresses a topic of great interest in the industry. *"SIP is one of the most potentially powerful, yet misunderstood developments in the industry at this time,"* notes Ricca. *"The focus of this discussion will be to separate the myths from the realities regarding SIP, and it's implications to end users and providers."*

"We are very pleased that IntelliCom will be participating in this year's show. IntelliCom Analytics is widely recognized and respected as an industry leader, and I am confident that our attendees will appreciate and value the opportunity to hear their perspectives on VoIP Security and SIP," said TMC president and conference co-chair, Rich Tehrani. "Over the past twelve months, widespread adoption of VoIP by global service providers, businesses and governments has reinforced that this exciting technology is a viable, cost-effective communications solution. As a result, we are seeing a significant number of senior-level executives attending INTERNET TELEPHONY Conference & EXPO as a means of learning about the technology so they too can take advantage of its benefits."

About IntelliCom Analytics

IntelliCom Analytics is a professional services and business research provider focused on the rapidly-evolving intelligent communications and IT markets. Key areas of specialty include the measurement, analysis and integration of all major dynamics that influence user purchase decisions, vendor competitiveness, business models and best practices.

With well over a century of collective business and leadership experience in the data and telecom industries, IntelliCom Analytics brings a wealth of finely-honed skills, expertise and market opportunity insights to client engagements. For further information, visit www.intellicom-analytics.com.

About TMC®

Technology Marketing Corporation (TMC) publishes two print magazines: Customer Inter@ction Solutions, and Internet Telephony; five digital publications, SIP Magazine, Speech-World, WiFi Telephony Magazine, VoIP Developer, WiMAX Magazine; and the online publications TMCnet.com, Planet PDA Magazine, WiFi Revolution, Alternative Power and BiometriTech. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. TMC also produces The VoIP Developer Conference, Speech-World Conference, IP Contact Center Summit and The Global Call Center Outsourcing Summit. TMCnet.com publishes more than 20 topical online newsletters. For more information about TMC, visit its Web site at www.tmcnet.com.



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