

Carrier Grade **INTERNET**

Telephony SOLUTIONS



• Business **OVERVIEW**



Business Overview

About **QUESTE** Communications

In today's highly competitive telephony market, telecommunications carriers and service providers, together with corporate and government enterprises, are turning to Internet protocol based networks for cost-effective voice solutions.

Queste Communications Limited (Queste) is a leading Voice over Internet Protocol (VoIP) supplier of telephony software solutions and services.

As a leading provider of VoIP network solutions, Queste offers existing and new network operators, together with corporate and government enterprises, the ability to rapidly build and operate robust telephony networks at a fraction of the price of traditional networks. Queste's flexible and scalable VoiceNet System networks are easy to deploy and maintain, allowing users to take full advantage of the significant cost-savings inherent with VoIP with no sacrifice in quality or functionality.



Founded in 1998, Queste is an Australian public listed company. Head Office, responsible for strategic direction, sales and marketing, is based in Australia. Queste's research and development office is located in Raleigh, North Carolina, USA.

“Our Mission is to reduce long distance calling rates to a fraction of traditional public switched telephony rates by providing leading edge telephony solutions.”

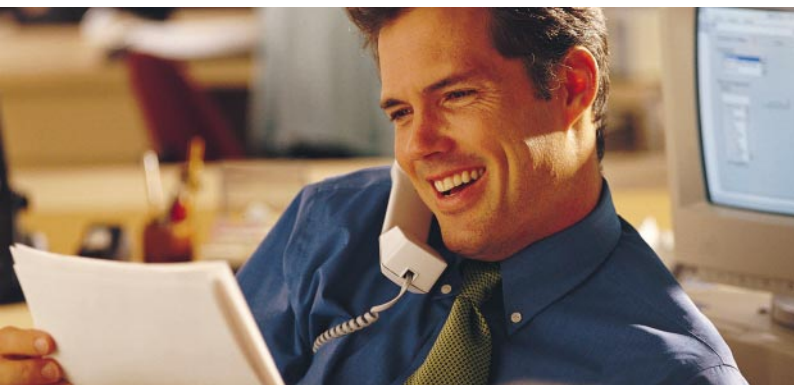
Queste Communications Limited

AWARD WINNING **VoiceNet** System Architecture

Queste's award winning VoiceNet System architecture provides for an integrated suite of Internet telephony solutions that offer practical, cost effective alternatives to traditional Public Switched Telephone Networks (PSTN).

Queste's VoiceNet System consists of networked VoiceNet Gateways linked together over the public Internet or through dedicated data connections. A centralised VoiceNet Internet Telephony Server (ITS) Gatekeeper acts as the intelligent network controller and manager. VoiceNet System networks connect with other VoIP and PSTN networks via VoiceNet Gateways, at national and international levels, allowing users of a VoiceNet System network to call to, and be called from, anywhere in the world.

VoiceNet System networks are highly scalable and deliver toll-quality telephony at a fraction of the cost of traditional networks. VoiceNet System networks offer the highest levels of security, reliability and functionality demanded by today's network operators.



VoiceNet SYSTEM APPLICATIONS

VoiceNet System networks are designed specifically for Corporate and Government Enterprises, Telecom Carriers and ISPs/New Telecom Carriers

Enterprises

Queste's VoiceNet System offers enterprises the ability to make inter-office calls free of traditional long distance call charges, and to make dramatic reductions in their overall long distance and international call costs.

Enterprises can create VoIP networks by simply connecting Queste's VoiceNet Gateways to PBXs in their major national and international offices. VoiceNet Gateways are partially preconfigured prior to shipment and are simple to install. Telephone calls between these offices are routed over an enterprise's existing private leased lines (ie. Wide Area Network or WAN) or the Internet, completely by-passing the PSTN.

Telecom carriers

Queste's VoiceNet System offers telecom carriers an attractive migration path from circuit switched to packet-switched Internet Protocol (IP) based networks for all their voice traffic.

Carriers can quickly and easily interface Queste's VoiceNet System with their existing PSTN infrastructure, to offer a complete range of post-paid, pre-paid and calling card voice services.

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Queste's VoiceNet System networks require much lower capital investment and offer significant cost savings on the carriage of voice traffic. Carriers therefore benefit from a much lower capital investment to revenue ratio, improved operating margins and the ability to protect and grow their customer base through offering more competitive pricing on voice telephony.

ISPs and new Telecom Carriers

Queste's VoiceNet System also offers exciting business opportunities for ISPs and companies looking to enter the telephony business.

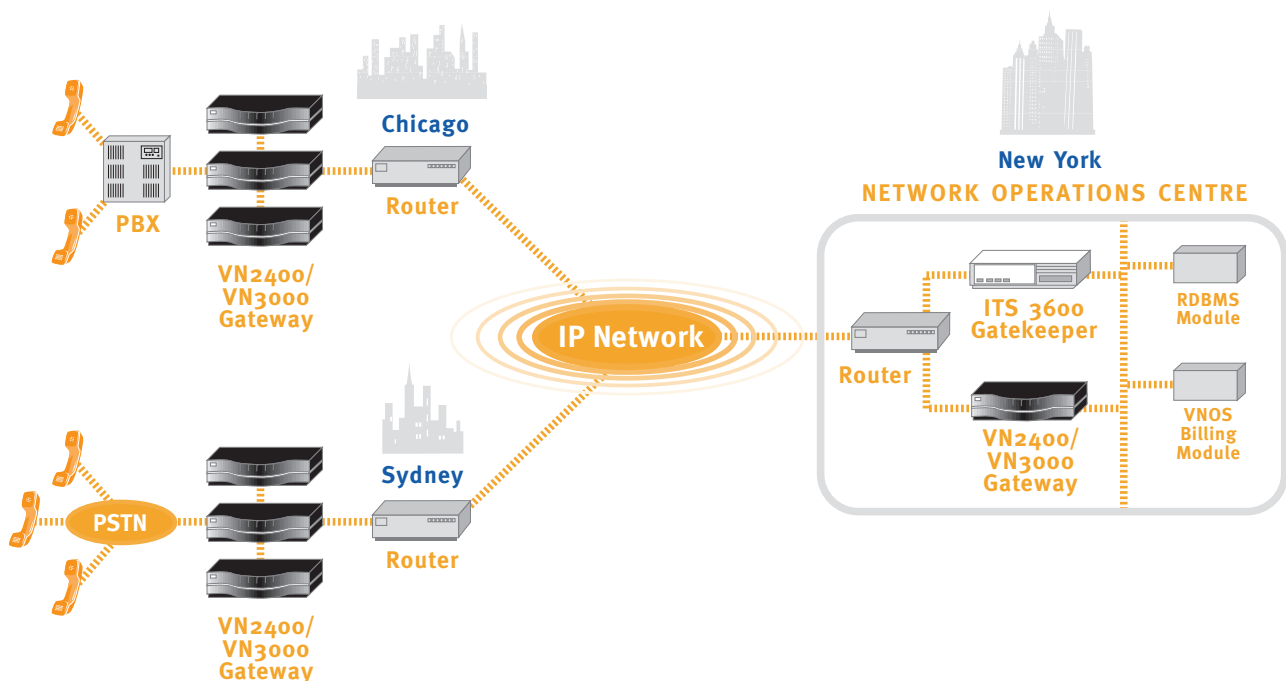
With the VoiceNet System, operators can build a network and be offering services in a fraction of

the time and at a fraction of the cost of a traditional circuit switched telephony network.

Queste also provides the management systems – call analysis, traffic, reports, tariff reporting, invoice generation, credit accounts and customer payment/credit databases – required to operate a telephony business. This means that companies do not have to waste valuable resources managing multiple vendors or trying to get different technologies to work together.

Furthermore, through integrating voice and data traffic, ISPs can save costs by sharing capacity on their existing broadband data circuits.

Typical VoiceNet System Network Deployment



FREQUENTLY Asked QUESTIONS

With offices all over the country and overseas, how will the VoiceNet System save us money?

With your own private network built with the VoiceNet System, you can completely by-pass public telephone networks and make all inter-office calls, nationally and internationally, free of traditional long distance call charges. You will also make savings on your other long distance and international calls by routing the long distance part of your calls across your VoiceNet System network.

Queste will provide you with a complete turnkey network solution at a fraction of the cost of a traditional private telephony network.

Do I need to throw out my existing telephone system?

No. Unlike many other VoIP solutions, which require you to replace your existing telephones and PBX or invest in expensive system upgrades, the VoiceNet System integrates seamlessly with your existing telephone system.

As a traditional telecom carrier, why should we invest in a VoiceNet System network?

The VoiceNet System architecture allows voice networks to be deployed for a fraction of the cost of traditional circuit switched networks. With a VoiceNet System network you will dramatically reduce both your ongoing capital investment requirements and your ongoing maintenance costs.

Queste's leading edge VoIP technology also provides a feature rich IP telephony solution at a fraction of the cost of other leading VoIP solutions.

Since the VoiceNet System architecture makes much more cost-effective use of bandwidth than traditional circuit switching, you will see dramatic reductions in the overall cost of carrying voice traffic across your networks. This will allow you to attract and retain more customers through offering lower prices and will improve your operating margins.



If you are not investing in VoIP technology now, your competitors will be.

As an Internet Service Provider, what will the VoiceNet System do for us?

With your own VoiceNet System network you will be able to offer your customers telephony as well as data services, increasing your value proposition to them and thereby increasing customer loyalty and gaining an additional source of revenue.

The VoiceNet System's scalable architecture will allow you to progressively build a network as customer demand increases, at a fraction of the cost of traditional circuit switched networks.

Furthermore, Queste will provide you with a complete turnkey network solution – everything you need to operate a commercial voice communications network, so you can concentrate on your customers and on running your business.

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What is VoIP and how is it different from traditional voice telephony networks?

VoIP stands for Voice over Internet Protocol.

In a traditional telephone network (Public Switched Telephony Network or PSTN) a circuit is established from the initiator of the call via an exchange or exchanges on the network to the call recipient. The circuit is kept in place for the duration of the call until either party hangs up.



This is called Circuit Switching, the original design for the telephone system that now girdles the world. Another way to think of circuit switching is as a hard-wired circuit for the duration of the call - a connection oriented network methodology. This method has been the dominant system for over a century during which telephone companies have wired the world.

VoIP uses connectionless packet switched networks, based upon a transmission protocol called TCP/IP, which is used to transmit data across the ubiquitous public Internet. These 'IP-based' networks are built upon the concept of every device having a unique address, which is specific to that device, but not to its location. Traffic intended for a particular address is sent out into the Internet and devices in the traffic

path, known as routers, keep and update address tables that allow them to route the traffic to its intended destination.

The traffic itself is transmitted in the form of packets and leads to this form of network being referred to as a packet switched network.

Packets traverse the network over a path that is switched at each router. This has numerous advantages. The traffic will, if the routers are correctly configured, travel via the most efficient route, and more importantly there is no connection oriented circuit and no period of call establishment. The originator simply sends the data and the network takes care of the rest, whilst capacity within the network is used to optimum efficiency and freed up as soon as the packets have passed.

This type of network is also referred to as connectionless since there is no circuit held up for the duration of the communication and the route taken is not pre-determined. This is much more efficient in terms of network utilisation than connection oriented systems, especially for digital data.



With VoIP, voice calls, which start out as analogue signals, are converted from analogue to digital format, compressed and then bundled into packets of data.

These packets are routed across packet switched networks using Internet Protocol (hence, “Voice over IP”). Upon reaching their destination, they are ‘unbundled’, uncompressed and converted back into analogue format before being sent to the called party’s telephone.

The main benefit of Voice over IP compared to traditional networks is that packet switched networks using IP are a much more efficient mechanism for transmitting data and voice traffic than traditional, switched networks. The costs of VoIP are therefore considerably cheaper.

The use of packet switching for the transmission of voice is now well established – it is expected that within the next ten years, almost all voice traffic in the world will be transmitted using packet switched networks.

Queste has been at the forefront of development and commercial application of VoIP since 1998. Queste’s VoiceNet System allows network operators and end users alike to take advantage of the significant cost savings associated with VoIP.

How good is the call quality?

VoIP networks can be constructed with dedicated data connections linking the network together, or using the public Internet. The quality of calls over private dedicated data connections is as good if not better than ‘normal’ telephony. Over the public Internet, call quality can sometimes suffer slightly due to the inherent unstable nature of the Internet. However, with Queste’s unique software architecture the degradation in quality is minimal and, in most cases, voice calls made over the Internet are near toll-quality. Independent testing has verified the excellent quality of calls made using the Queste VoiceNet System VoIP technology.

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