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# DVM targets regional IP telephony market

By FOO EU JIN

**M**ALAYSIA has some catching-up to do with the international market when it comes to the uptake of Internet protocol (IP) telephony currently confined to the local telecommunications and public sector verticals.

Despite the obvious benefits of the technology, especially in terms of cost savings, the commercial deployment of IP telephony locally is hampered by factors such as low Internet and broadband penetration.

Hence, local IP telephony players such as DVM Technology Bhd have instead ventured abroad where there is more demand for such technology.

DVM's executive director Chen Chee Peng told *CompuTimes* that the company is expected to earn more than RM4 million in export revenue from regional projects involving the Genico broadband telephony and IP mobile solutions.

"The growth in third-generation (3G) and IP broadband communications in the region has fuelled a higher demand for Genico. The projects are currently in their final stages of completion in four countries involving mobile telecommunications operators in Paki-

stan and Singapore, a public-listed company in Thailand, and a government agency in Brunei."

Chen said DVM's overseas push will help the country towards becoming a Net exporter of information and communications technology (ICT) solutions, adding that DVM is aiming for market success with Genico in seven more countries in 2006.

The Genico product is a new breed of IP-based broadband telephony and mobile communications technology for telecommunications operators, mobile carriers and large enterprises.

According to DVM, the offering has solved a major challenge in IP broadband telephony using the network address translation (NAT) technology that prevents unauthorised access into IP broadband telephony on the corporate network via a firewall.

This means that telcos may offer Genico-powered services to subscribers without compromising security or suffer access denial.

Frost & Sullivan noted that the Asia's telco investments in IP-based communications technology are expected to exceed the US\$10 billion mark in 2005.

As enterprises move from circuit-based systems to packet-switched



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ones, the IP-PBX market is forecast to experience a compounded annual growth rate (CAGR) of 65 per cent to reach US\$1.67 billion by 2008.

Over the next two years, more enterprises are expected to invest in broadband telephony communi-

cations while more telcos are to provide a variety of broadband telephony services to enterprise subscribers.

IP phones are also forecast to be a standard feature in enterprise desktops in Hong Kong, Taiwan and South Korea by 2010.