



Press Release October 2005

## **ICU (GLOBAL) LTD Welcomes MASERGY to the Global *IP* index™**

London, UK – October 2005 -- UK-based ICU GLOBAL, the company behind the patented Global *IP* index™, is pleased to announce the addition of Masergy Communication Ltd.'s connectivity to the company's IP platform. As a part of the bi-lateral agreement with MASERGY, ICU Global will purchase bandwidth from it, thereby offering Global *IP* index™ users access to uninterrupted videoconferencing between networks that provides a guaranteed quality of service. Furthermore, MASERGY will market the Global *IP* index™ to its existing customer base.

"ICUGlobal™ is pleased to welcome MASERGY to the Global *IP* index™ family," reports Stephen McKenzie, Founder and CEO of ICU (Global) Ltd. "The addition of MASERGY to the Global *IP* index™ enables users on the IP platform to conduct high quality IP videoconferencing between networks without having to sacrifice end to end performance and network quality of service."

"This is a great step forward for ICUGlobal™ as it expands the global reach of their IP platform."

### **The Global *IP* Index™ provides the following benefits to end users**

- Provides turnkey access to multiple networks from a single connection
- Allows end users to expand their WANs beyond the limits of a single NSP
- Simplifies network contracts by allowing end users to deal with only one NSP and one SLA for their entire WAN footprint (regardless of the number of NSPs actually involved)
- Routes traffic through multiple NSPs (without the need to arrange for peering or direct connections)
- Maintains QoS and bypasses the public internet when inter-connecting to sites and enterprises served by other NSPs
- Provides a simple, fixed-rate pricing model for access to all carriers through a single platform

- Enables secure (via generic routing encapsulation / GRE tunneling), reliable IP connections between endpoints without having to establish a point-to-point VPN
- Allows end-users to run all video traffic over IP networks, thereby decreasing (or ideally eliminating) the need for ISDN lines or gateway services.

“We are delighted to enter into this agreement with ICU Global,” said Joel Horowitz, Vice President of Sales for Masergy Communications “Quality of service is of paramount importance to the end user and customers of Global *IP* Index are realising the benefits of cutting edge videoconferencing. We are proud to be a part of this solution that provides such a market-leading level of security and reliability. I believe we are setting the standard for enterprise communication.

### **About ICU GLOBAL**

ICU (GLOBAL) LTD. was founded in 2002 on three guiding principles:

- To understand, before being understood
- To be recognized as a company with four Cs – clear, concise, continuous communication
- To overcome problems that customers do not even know they have

The above three principles have helped ICU Global to become, in just over two and a half years, one of the most positively-aggressive companies in the videoconferencing business. The launch of their patented video over IP product is just the next step towards meeting customer needs by addressing communications issues that ensure those customers can concentrate on achieving their own business objectives.

As Cisco Systems, one of ICU Global’s partners, explains, “With Telecom Service Providers supporting rich media conferencing (video, voice, web) over their IP-VPNs, ICU Global’s Cisco-based IP platform is firmly positioned to provide end-to-end IP interconnectivity between multiple Service Providers. This combination of the Global IP Index with Service Provider IP-VPNs has the potential to offer enterprises a global, 'carrier independent,' rich media conferencing service with greater reliability, and at a predictable cost, when compared to legacy ISDN based Video Conferencing. Ultimately, this could provide rich media IP conferencing connectivity, not just within an enterprise, but out to that enterprise's customers and suppliers, securely over IP end-to-end.”

Additional information about ICU (Global) Ltd and the Global *IP* Index™ can be found on the website:<http://www.icuglobal.co.uk>

### **About MASERGY**

Masergy Communications (UK) Limited is a privately held US-based global provider of customer-controlled network services for real-time application performance across converged enterprise networks. It offers the industry’s first global Ethernet Wide Area Network (WAN) service, converging data, voice and video. The company provides global network solutions for medium to large businesses, using its Multi Protocol Label Switching (MPLS) IP-based network over a single connection. MASERGY serves customers in 40 countries throughout Europe, Asia, Latin and North America across a number of industries, including financial/banking, health care, entertainment broadcasting, hospitality/hotels and manufacturing. More information can be found at [www.masergy.com](http://www.masergy.com) or contact the company on +1 866-627-3749 or +44 (0)207 173 6900.