

Appia Communications Introduces New Connectivity Option for Customers with Softphones

Traverse City, MI – April 16, 2008 - Appia Communications, a leading provider of managed IT and telecommunications services to small and mid-sized companies and organizations, today announced a new connectivity option for customers who use softphones.

Softphones are PC applications that function in the same way regular phones do. Many teleworkers and travelers use softphones because they have no footprint on the desktop and can be used wherever there is access to the Internet.

Traditionally, to use a softphone required organizations to set up virtual private networks (VPN). Appia customers are now able to use softphones without doing so. "This gives many of our customers an opportunity to enjoy the benefits of softphones without having to invest in the equipment to set up and maintain their own VPNs," said Victor von Schlegell, Appia's President.

"Making and receiving calls on your laptop with abbreviated extension dialing and access to voicemail, just as if you were at your desk, is a wonderful advantage of the softphone," continued von Schlegell. "It is also less costly and more reliable than using a mobile phone."

For more information about Appia's managed IT and telecom services, please call 877-277-4297 or email info@appiaservices.com.

About Appia Communications

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and mid-sized companies and organizations to realize the benefits of Internet Protocol (IP) technology. Our managed solutions help our customers to reduce costs, enhance employee productivity, improve customer care, and allow them to compete more effectively against much larger enterprises.



Headquartered in Traverse City, Michigan, Appia has operations in New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, Boston, and other markets in North America and Europe. For more information, please visit www.appiaservices.com, or call 877-277-4297.