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Busta, the Internet 'Mobile Phone' battles Skype, adds “Widgets and Flakes” to its “Gadgets”, drops Busta Me! into MySpace and delivers "Busta Up" to Microsoft Outlook

Busta, the Internet "mobile phone" has already attracted Skype users in over 50 countries since it's launch 20 days primarily because of portability and it's "no network compromise" technology. PageFlakes and WebWag become the latest additions to the Busta “gadgets” with a Flake and Widget. BustaMe! tags deliver free calls and voice mail into MySpace and Busta Up! enables easy upload of contacts and address books from Outlook.

Busta, which is attracting new and existing VoIP users many of whom have commented on its portability, rapid call handling and voice quality combined with ease of installation. In particular Skype users identified portability, voice quality and "no network compromise" as key features that encouraged them to use Busta. Independently VoipUser.org have tested Busta and reported that Busta was “the perfect example of the type of "me different" product that they'd been discussing at VoIP User for the last 3 years. These types of mash-up application represent the future of VoIP and, in particular, the Click to Call space. This is about integration and the amalgamation of different systems and products that we all use everyday” they commented.

Page Flakes and WebWag, two leading Web 2.0 portals have become the latest additions to the Busta range of “net” gadgets with the creation of Busta Flakes and a Busta widget. Existing Busta gadgets support Google, Microsoft Live and Netvibes.

BustaMe! tags can now be easily embedded in MySpace to add click to call and free voicemail, adding another dimension to this social network platform.

Busta Up! enables easy upload for contacts and address books from Outlook and Windows Address books pre-populating phone call and SMS text options for ease of use.

Nick Ogden, President of Voice Commerce Group who own and operate Busta commented "The last few weeks have been really exciting as owners of Web 2.0 properties have asked us to develop Busta gadgets for them quickly and we've had so many requests to incorporate BustaMe! tags. The small download size of Busta means that even dial up users can benefit from our technology which delivers integrated voice mail, text messaging and portability. With many Web 2.0 service providers seeking revenues, delivering Busta solutions to them makes instant sense."

Busta works by using a small 140kb, active X control which enables incoming and outbound calls to be made. Phone calls can be to any phone number at low rates or at no cost to any Sip address or Busta user. Busta is the Internet mobile phone and can be accessed from most browsers. Busta for Firefox is in alpha testing and versions for Windows Mobile and other platforms are under development. www.busta.com

Busta is built on Engage technologies from the Voice Commerce Group. CEO Nick Ogden founded the global e-payments company WorldPay which was sold to the Royal Bank of Scotland Group. www.voice-commerce.com

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Background on Nick Ogden and Voice Commerce Group

Nick Ogden has been involved in the IT industry since 1985. In 1993, he founded Multi Media Investments Limited, a technology research and development company which launched the Internet in the Channel Islands in 1994. This led to the construction of Europe's first on-line store in October 1994 and the development of the and first bank endorsed e-commerce initiatives BarclaySquare, in 1995.

Nick founded the multi-currency processor WorldPay and led the company through its growth to over 270 employees with 20,000 customers in 120 countries and processing transactions in excess of \$2bn per annum. He invented the internet payment guarantee in 2001 guaranteeing Internet transactions for consumers and businesses.

Nick was a finalist in the UK Ernst and Young Entrepreneur of the Year Award in 2000 and 2002. In 2003 Nick laid started to build the Voice Commerce Group. In 2004 Nick was selected as part of the "Internet Decade" an event organised to recognise the contribution of around 100 individuals for their input and influence on the development and growth of e-commerce and the internet in the UK over the previous ten years and was nominated for the Computer World Global IT Leaders award in 2006.

The Voice Commerce Group website can be found at www.voice-commerce.com

