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Swedish LIP takes order for Voice over IP-phones

LIP, Lund IP Products, takes its second order for open standard wireless internet phones. The buyer is Luxembourg based ECCB, Skype partner and distributor of handsets for free Voice over IP telephony world wide.

Swedish based LIP announces an order for 1000 WiFi- phones from ECCB S.A. in Luxembourg. LIP already has an agreement with XG Technology, USA, for designing and manufacturing 10,000 dual-mode WiFi/xMax phones. The order from ECCB is LIP's second one, and regarded as an essential move towards full market acceptance for LIP designed VoIP-phones with the open standard SIP technology. This first ECCB order for 1000 units of the model TA100's, is signed after months of successful testing. ECCB's intention to market the WiFi-phones as "SIMPLY WiFi" is in accordance with both to LIP's branding strategy to enable customers to chose design compliant with their brand, and with ECCB's product line of handsets for free or low cost internet calls.

"ECCB's order is a confirmation of the demand for LIP's design and technology, and a proof of our strategy to allow the customer to select its design of choice, says Lena Wittbjer, LIP's CEO. We have big confidence in ECCB as an important distribution partner with well-established relationships with Skype corporate clients, as well as the distribution giants Danish Daangard Telecom and Brightpoint North America."

ECCB will sell these first 1,000 LIP TA100 WiFi-phones primarily to the corporate segment. Delivery will take place in the third quarter of 2007. While preparing for two separate production lines for its two different WiFi-phone models, LIP is seeking new capital for developing the next generation of VoIP-products and for ramping up engineering and support functions.

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LIP, Lund IP Products AB, designs, manufactures and distributes mobiles for internet telephony. LIP was founded in 2006 as a product company of Lundinova AB. LIP is run by a team of experts with track records of entrepreneurship and management within the telecom industry. Based in the Swedish city of Lund, the company partners with distributors and operators in the global telecom business. Designed in Lund – made for the World

About ECCB

ECCB S.A., specializing in Skype-enabled devices, has the global distribution rights for Skype Certified Simply Phones. ECCB teamed up with Skype Technologies S.A. in February 2005 to offer its range of attractive Simply Phones matching top quality design and functionality with a user-friendly price, and was among the first to be displayed in the many localized Skype Web Stores. ECCB, headquartered in Luxembourg, continues to grow through a widening of its current product portfolio coupled with co-operation with some of the world's leading companies in distribution of PC accessories and phones, such as Dangaard Telecom and Brightpoint Inc.

*For more information, please visit: www.simplyphone.lu
or contact Håkan Grönlund at hakan@eccb.com*