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The first Swedish WiFi phone now available in retail sales

The LIP WiFi phone TA100 is now available in retail sales. The phone, a wireless IP phone, is developed in Sweden by LIP, Lund IP Products AB. TA100 has been given great testimonials for its long battery time, functionality and truly high quality both from Swedish and foreign companies that have tested TA100 for future use.

LIP TA100 works completely detached wherever there is a wireless Internet broadband connection, for example in offices, residential areas and in public zones for Internet access, so called hot spots. No laptop, headset or cables needed.

LIP TA100 is a medium-sized phone that weighs only 3.74 oz (106 grams) with very high audio quality and an extraordinary talk time of 10 hours and up to 200 hours of standby time. Smart navigation and a simple set-up make it easy to use and easy to set up. The phone uses the VoIP (Voice over IP) protocol SIP v2 thus it can easily be used with most of today's Internet phone service providers.

"More and more businesses and consumers discover how much you can save with Internet phone services compared to regular and mobile wireless phone services. And - our phone is also mobile so you can make free Internet calls or low cost regular calls wherever you are in the world as long as you have wireless Internet access, for example at hotels and in your business partners facilities where your are having a meeting", says Sofia Persson, Head of Sales and Marketing at LIP. "We are very happy about the positive response from all around the globe, and the phone is since the beginning of January available in retails sales via Voicetech Sweden's web shop and Devcom Solutions AB. For the European market you can buy TA100 from Simplyphone.lu and we continue to work hard to reach more sales channels", Sofia Persson adds.

For more information, please contact Sofia Persson, Head of Sales & Marketing, tel +46 46 59 00 323, mobile +46 704 60 25 60 or email sofia.persson@lip-wifi.com.

LIP, founded in 2006 by the technology consultant company Lundinova AB and LIP CEO Mrs. Lena Wittbjer, is the first Swedish company to design, develop and distribute a WiFi phone – LIP TA100 – which is the name of the phone when sold under the own brand. The WiFi phone and the WiFi phone platform can be customized, even at relatively small volumes so the customer can thereby get a product completely aligned with their own branding strategy.

Scandinavian Design – Global Use

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