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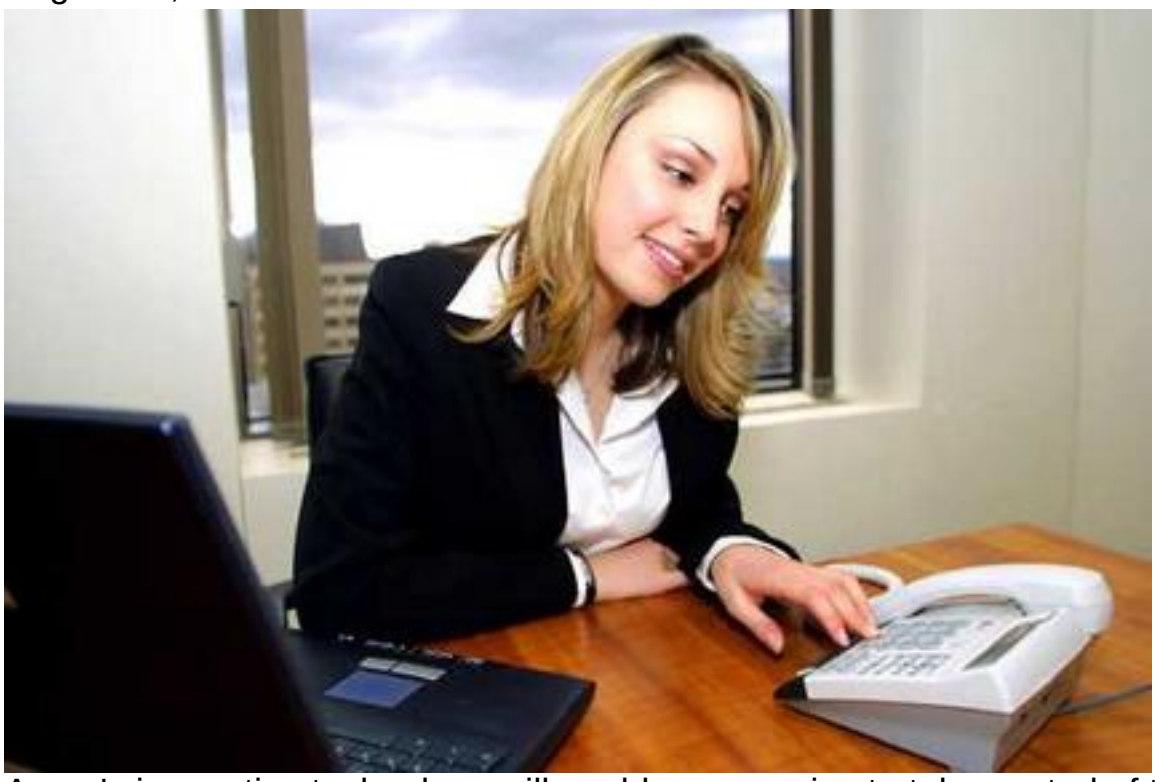
Telco prepares listing strategy

By Stephen Dabkowski
August 16, 2004



Azurn's innovative technology will enable companies to take control of their telecommunications needs.

An Australian company that collaborated in the development and obtained the global rights to new telecommunications technology is planning to float later this year.

Azurn International plans a $5-$10 million initial public offering, depending on market conditions later this year.

The new technology involves patent-pending hardware and software solutions distributed in a slim black box that allows users to integrate their telephony, data transfer, mobile and conferencing requirements without relying on the infrastructure or services of any telco provider.

A founding director and chief technical officer of Azurn International, Bala Kumble, said he believed the technology would allow companies "to become a mini telco".

"Azurn believes this new technology will revolutionise telecommunications in the marketplace because it empowers companies to take control of their own communications needs," Dr Kumble

said. "Azurn convergence technology enables a paradigm shift in telecommunications.

"We believe this is a plug and play solution to any company. They can just plug in the Azurn hardware into their existing PABX and LAN system and integrate their communications."

The original technology was developed by an Indian inventor, Tony Girotti, based in the US, who obtained the financial support of some well-known US venture capital companies.

Eighteen months ago a group of private investors in Australia, led by Melbourne lawyer Richard Flory and including Dr Kumble and Clive Flory - one of the founders of Melbourne IT - obtained the distribution and collaboration rights to the technology for the Australasian region and the rest of the world, working from their base in Melbourne and Sydney.

The company intends to use the proceeds of the IPO to increase sales and marketing in Australia and the US, to use Australian-based research and development to develop more global business applications using the Azurn platform, and to buy out the US company.

"Azurn's technology allows users to deliver voice over IP, email and electronically view and transfer documents or any media anywhere, anytime," said Azurn managing director Viberto Selochan. "It also facilitates real-time in-house conferencing with multiple participants anywhere in the world."

It is believed a number of big telecom providers in South-East Asia and Australia, including Primus, are in the process of adopting the new technology.

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